

PRINTERS' INK



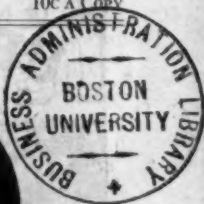
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A JOURNAL FOR ADVERTISERS

VOL. CLXX, No. 5

NEW YORK, JANUARY 31, 1935

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REWARD TO THE LIVING

LIFE INSURANCE as an institution is generations older than automobiles, or radio, or motion pictures, or telephones. Its methods of advertising and selling might be considered, almost, a tradition.

But there is always a chance for the fresh advertising idea, the new sales attitude, even in the ancient business. The advertising of The Penn Mutual Life Insurance Company breaks with traditions in insurance selling and departs, refreshingly, from many advertising methods born

and bred of the depression. It insists, logically, that Penn Mutual Income Plans reward the living. Instead of pointing the finger of fear, of picturing the widow in her weeds, the penniless orphan in the street, it discusses a sure financial power that can banish worry from the minds of men and make all of living more hopeful and more effective.

An attitude so sane, so understanding of human desires, could not fail to be appreciated and to bring results.

N. W. AYER & SON INCORPORATED

Advertising Headquarters WASHINGTON SQUARE, PHILADELPHIA

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT

LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO



The Des Moines Sunday Register covers the urban population of all Iowa better than most newspapers cover their own cities.

Iowa's 1,165,692 urbanites live in 204 cities and towns of more than 1,000 inhabitants.

74% of the total urban population in 190 of these 204 cities and towns is reached by *The Des Moines Sunday Register* . . . equivalent to 74% coverage in a city of 896,114—larger than Buffalo and Albany combined.* 39% of the total families in Iowa are *Des Moines Sunday Register* readers.

The 252,092 circulation of *The Des Moines Sunday Register* is an increase of more than 74,000 above the "peak year" of 1929. The Milline rate, \$1.98, is the lowest of any Iowa newspaper.

Buying 3 out of 4 new cars sold in Iowa during 1934, readers of *The Des Moines Sunday Register* are top-third in purchasing power in a state which ranks fourth in American per capita wealth.

*Sunday Register circulation in towns of less than 1,000 and on farms—77,439. (All figures from Sept., 1934, six months A. B. C. reports.)

**THE DES MOINES
REGISTER AND
TRIBUNE**

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DAILY 261,076
SUNDAY 252,092
A. B. C.

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Vol. CLX
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PRINTERS' INK

NEW YORK, JANUARY 31, 1935

This Week

THE national advertiser who so manages his newspaper effort as to avail himself of the local rates gains one advantage—a saving in dollars and cents. Other advantages, such as insured control of his appropriation, he must sacrifice.

This week's leading article deals with a company that, paying the national—or general—rate, advertises in some 600 newspapers, and doesn't mention its own name.

Andrew M. Howe explains how and why the enactment of that policy is proving fruitful for Brunswick-Balke-Collender.

A buying mood—that's what is growing on American farms. Technically, the position of the farm-commodity market is favorable. The farmer needs supplies—and finds that those who ought to be in a position to supply him are low in stock. Dirt Farmer F. B. Nichols, of Oak Hill Farm in Buffalo, Kans., tells how, seeking a plow, he had to buy one out of a book. Under the title, "Rural Selling in Fashion Again," he offers manufacturers a few pointed thoughts on how to meet the farm-market opportunity.

Before a contract is signed between an advertiser and an agency, what five questions ought to be answered? Albert E. Haase and I. W. Digges, who teamed the authorship of the A. N. A.'s report on agency compensation, specify the five questions and suggest the answers.

In business-paper space, a manufacturer talks behind the scenes to his retailers. Yet why, in this confidential discourse, does he limit himself to so meager a hand-

ful of subjects? C. B. Larrabee wonders about that. Dealer appeals, he points out, aren't closely limited at all. He suggests a couple of dozen, and urges their employment.

Look out for calendaritis! It's the itch that impels business enterprises to hunt for new merchandising plans, new advertising angles, at the turn of the year. T. Harry Thompson, who describes it, laments that "even your best friends won't send you flowers when it gets you down."

"Texas Dan" Craven, who travels Texas for the J. A. Sexauer Manufacturing Company, is always a long way from headquarters. But he hears from the home office three times a week. Eldridge Peterson explains how and why in "Sales Morale by Bulletin."

An advertisement is no small-talk chat over the teacups. It's an occasion, a performance. Its locale is no place for amateurs. Writing about copy and what the square-thumbed boys sometimes do to it, Arthur H. Little pleads: "Keep it Professional."

A catalog with a personality—that's the book, titled "Pacemaker of Drug Store Merchandising," just rolled off the press for Bauer & Black. The purpose: "to reflect the spirit of a firm long established but youthfully enterprising."

Editorially, this week's issue offers a few well-chosen thoughts on the matter of talking to women. And when you discuss that sub-

ject you'd better choose well! We remark that, on the whole, women are neither unreasoning nor unreasonable. By precept, our position is upheld by Paul S. Willis, who, speaking as to even-tempered and rational persons, explains why the food industry is fighting A-B-C labeling.

* * *

Givaudan-Delawanna is an industrial enterprise concerned with odors, one of which, incidentally, is the odor that makes a drygoods store smell that way. Odors have become raw materials of many manufactured products; hence much of Givaudan-Delawanna's advertising is indirect—addressed to customers of customers' customers. Via Joel Lewis, Robert A. Engel talks about this application of selling over the buyer's head.

* * *

A shirtwaist isn't—or wasn't—a blouse. Because it wasn't, A. Wineburgh recalls in this week's recollections of a busy career, advertis-

ing was blamed for a failure that hadn't really failed. There's a moral for today in "Mother's Friend."

* * *

"Umph floor! Toys, sporting goods, and automobiles! Sedans to your right, coupes to your left! Let 'em out, please!" Thus the motor car comes back to the department store. In Chicago, the Boston Store becomes a special agency for Nash and LaFayette. News report: "Nash on State Street." Significance: Is this a throwback, or a portent?

* * *

"Week-End Liquor Guide" is the theme of a retail-style campaign launched by National Distillers in New York dailies * * * Colgate-Palmolive-Peet releases three-dimension, toy cutouts * * * Charles H. Jennings wins top honors in tournament of Golf League of Advertising Interests * * * P. I. Advertising Index reveals farm-paper gain.

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The Garden Page Appeals to All Who Plan and Plant To Beautify Their Homes



FEBRUARY 24th marks the date of the first full-size Garden Page to be published in The Providence Sunday Journal for 1935. In previous years this increasingly popular page has made its initial annual appearance early in March. To further extend our service to advertisers, and to readers who go in for the early planning of gardens, publication date has been advanced.

*Advertise Your Product Where Buyers Read
Sell through the Garden Page . . .*

As in the past, the weekly Garden Page will be Rhode Island's guide to better planning and planting. It offers excellent opportunity to garden supply houses to advertise their products in a highly receptive market. Schedules arranged to include several issues of the Garden Page will bring a full share of sales to those who advertise. The regular lineage rate prevails.

The Providence Sunday Journal

C. H. EDDY Company, Boston, New York, Chicago

R. J. BIDWELL Company, Seattle, San Francisco, Los Angeles



Roto Rates ★ Reduced ★

THE Milwaukee Journal now offers performance discounts on monotone and colorgravure space, on a frequency and volume basis beginning February 1, and effective for one year.

Roto space in The Journal, is preferred position in Wisconsin's preferred newspaper. No other publication, whether newspaper or magazine, gets so much concentrated attention from so many Milwaukee and Wisconsin people.

At the new rate, you can buy this attention-getting presentation for as low as \$1,004.50 per page, only 10% more than a Sunday Journal R. O. P. black and white page. Ask for details.

THE MILWAUKEE JOURNAL

 **FIRST BY MERIT** 

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Profit in National Rate

This Advertiser Could Buy Space Locally, but Here Are His Reasons for Not Doing So

By Andrew M. Howe

A CHICAGO manufacturer, using approximately 600 newspapers, is paying national rates, although his product is not mentioned in the copy, his company name does not appear and the advertisements are signed by retailers.

I submit this as an answer to any reader who may have thought that the case of the Zenith Radio Corporation, cited in a previous article,* was unique. Zenith was able to trace certain benefits directly to its new policy of placing its advertising when and where it wished and paying the national rate. Formerly, this radio manufacturer had permitted its distributors and dealers to place its newspaper appropriation.

One of the principal advantages to this new plan, Zenith found, was that the advertisements benefited all of its dealers. By featuring the product over the manufacturer's own name, this advertiser took full advantage of the accumulative value of advertising. It added to the value of its franchise and thus made Zenith a more desirable product for dealers to handle. This will make it easier to open new outlets and will help to maintain existing ones.

This other Chicago manufacturer, the Brunswick-Balke-Collender Company, did not seek any such advantage. Its products are not resold to the consumer. Billiard room supplies—tables, cues, balls, chalk, etc.—are what it sells to the room owners. The room owner, in turn, sells the use of this equipment. Increased sales for the company depend upon increased attendance at the billiard rooms.

Last year a plan was worked out by the National Billiard As-

sociation of America to increase the popularity of billiards.* It needed financial assistance to carry the campaign to complete success and asked Brunswick-Balke-Collender to stand the cost of all advertising. The association, with the assistance of the company, completed plans for stimulating interest among the public. Part of the plan was to get room owners to give free lessons. After one or more billiard rooms in a city have signed up with the National Better Billiards program, involving the appearance as an instructor of one of twenty-one well-known players, the company advertises locally in newspapers to get people to attend these lessons and demonstrations.

These advertisements, as I have said, do not carry the name of the company or mention its products. The advertisements are strictly local, giving the date and place of the instructions, along with an invitation to attend.

Naturally, it would not have been particularly difficult for this advertiser to place such advertisements at local rates in many news-

* "Why National Rate Is Best for General Advertiser," PRINTERS' INK, December 27, 1934.

* See "Free Billiard Lessons," by C. L. Ellison, advertising manager, Brunswick-Balke-Collender Company, PRINTERS' INK, November 22, 1934.

—“GO WEST”



FOR AGES the West was a safety valve. With scarcely an exception, the great migrations of peoples were toward the West.

More than a direction or a locality, the West came to be an *idea*. The hope of a fresh start. The dream of a new deal. The opportunity to slough off old obligations, old standards, old laws.

If the latest depression has been more difficult than other depressions, it is because there was no new, unfettered West to go to. "Go West, young man"—how the world would rush today!

* * *

THE events of history are like sparks from campfires—they are the human actions emanating

from a few basic *ideas*. Innumerable historic happenings may spring out of one idea. Given the idea, the events follow naturally—people respond and act—because people are mental beings.

That is why the greatest service which an advertising agency can render is the discovery of an idea—a distinctive mental concept of a product's usefulness in relation to human need. Given the idea, events follow naturally. People act. O

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J. W

"STYOUNG MAN"



Innumerable sound ideas spring innumerable sales.

Given this natural method of Walter Thompson Company. It is not an easy method to follow. Basic advertising ideas don't grow on products like apples on a tree. But a belief in the paramount importance of an idea is the first step toward finding one. The success of this agency in putting its

belief into practice is seen in the sales history of scores of leading products.

Advertising without an idea is usually expensive. The advertiser pays through the nose for the idea he fails to get. But if his agency produces a basic idea, the idea quickly pays for itself, and promises increasing profits for years to come.

J. WALTER THOMPSON COMPANY • Advertising

papers. They would of course have to be placed through the room owners and paid for by them, the company re-imbursing the "retailers." Such procedure would save the advertiser some money.

Why doesn't this advertiser do what many other advertisers are

owners, we would have to compensate the agency ourselves. Perhaps we would have gained a few dollars, quite a few dollars, due to the wide spread between the local and national rates with some newspapers. This gain would have been strictly one of dollars and cents. There would have been no other advantage. And at the same time we would have lost much of the control of the appropriation and would have invited, I am convinced, trouble.


"Our 'dealers' are human. If we had given them any money to spend in advertising, many of them would have tried to get more than they were entitled to. Others would insist on using weak newspapers and no doubt a number would want to spend the money in other ways.

"It is important that we treat all of our billiard room owners fairly. We don't want to give any advantages that are not deserved. We want to be able to place our advertising in the newspapers that we believe are the strongest. We want to try to get positions that we believe are best for this type of advertising. We want to make certain that the advertisements appear on the correct dates. This is particularly important because the billiard instructors are being routed from one city to another and their schedules must be maintained.

"In addition, each advertisement must carry the correct dates as well as the names and addresses of the billiard rooms.

"It would be especially difficult to keep any sort of control of those advertisements carrying the names of several billiard rooms. To qualify as local advertising, such advertisements would have to be handled by the room owners themselves and they would have to get together, or be brought together by us in making all the necessary arrangements. We know, of course, that in some cities the newspapers themselves would take care of these arrangements, even though they might be aware of the fact that we were furnishing the money indirectly. But we can't afford to depend upon this sort of co-opera-

(Continued on page 85)



Free **BILLIARD
LESSONS AND
DEMONSTRATIONS**
by

(INSTRUCTOR'S NAME-GOES HERE)
Instructor and Demonstrator of Billiards

Open to Only 200 Students • Register Now
NO LESSON CHARGE • NO TABLE CHARGE

● Think of it! All you work at our billiard room you can get free lessons from a well-known billiard expert. No charge of any kind. Three one-hour lessons will be given to each player. (See schedule below.) Only 200 can be taken in these classes. Act! Come in at once and sign up for the hour you prefer. Absolutely no obligation whatever.

Classes start (Insert DATE Here)

1 ONE-HOUR LESSONS GIVEN FREE TO EACH CLASS on these days—Monday, Wednesday, Friday, or Tuesday, Thursday, Saturday

(BILLIARD ROOM NAME AND ADDRESS HERE)

This could very properly be local advertising, but there is a reason why it is national

doing, especially since there is no direct mention of the manufacturer and his product?

Let C. L. Ellison, advertising manager, explain: "We did not even consider placing these advertisements at local rates. Doing this, first of all, would have involved a great deal of trouble. It is a lot simpler to have our advertising agency handle the whole campaign. The agency pays the newspapers. We pay the agency. There are no complications, no confusion.

"The agency obtains from the newspapers the commission to which it is entitled. It must be compensated for work it is doing for us. The agency developed the idea for this campaign, has worked out the details with us and is doing a great deal of work in connection with the whole program. If we were to place these advertisements through the billiard room



The Sun led all New York
Evening Newspapers in
RETAIL ADVERTISING

in 1934 as it has for many
years past . . . It produces

The  Sun
NEW YORK

"We're Here"—Phillips Soups

AND now New York learns about 5-cent soup.

Although Phillips Packing Company soups have been sold in forty-six of the States, New York among other cities, knew them not. A survey revealed that if the soups were advertised in the metropolitan area, retailers could sell them.

"They're here!" So announced the opening copy in eighteen newspapers. Soups at prices as low as a nickel a can, soups made by a company that had been in business for thirty years. The second barrage of copy releases the news that Phillips soups have gone into thousands of kitchens. Later advertising copy will talk about product endorsement.

Thanks to the advertising and to intensive missionary work by salesmen, distributing outlets in the New York territory now total, by

estimate, some 14,000—40 to 45 per cent chain and the remainder independent.

Meanwhile, similar effort is underway in Cleveland, Pittsburgh, and other key cities.

Supplementing the display advertising, 25,000 copies of "P. D. Q." (Phillips Delicious Quality), a tabloid promotional piece, go monthly into the New York area—these along with copies of a campaign portfolio. They tell retailers the company's history, describe its products and its methods of manufacture.

The Phillips plant is at Cambridge, Md. For years the concern has advertised in cities along the Atlantic Coast, south of Philadelphia. Its entry into advertising in new territories, and the gratifying response, presage regular and continued effort in those areas.

♦ ♦ ♦

New Accounts to Chet Crank

A fifteen-pound sleeping bag and knapsack combination has been patented by the Pacific States Equipment Company, Los Angeles, as a companion to the "Angelus" sleeping bag. Introductory advertising in recreational magazines has been released by Chet Crank, Inc., Los Angeles Agency, which has also been appointed to handle the advertising of The Santa Monica Land and Water Company, Los Angeles.

♦ ♦ ♦

With Building & Loan League

T. W. Atkins has been appointed director of service of the United States Building & Loan League, in which capacity he will be in charge of the League's projected co-operative advertising campaign. He was formerly secretary and manager of the Parson, Kans., Building and Loan Association.

♦ ♦ ♦

Phillips Milling Advertising to Brisacher

The Phillips Milling Company, San Francisco, has appointed the San Francisco office of Emil Brisacher and Staff to handle its advertising. Plans include major media and trade journals.

♦ ♦ ♦

"Fortune" Advances Hoye

Stephen R. Hoye, for the last three years manager of the Chicago office of *Fortune*, has been appointed assistant advertising manager, with headquarters in New York.

Start Chicago Agency

The Merle V. Cox Advertising Agency has been established at Chicago as successor to the Willard E. Stevens Advertising Agency. Willard E. Stevens, head of the latter organization, has joined H. W. Kastor & Sons Advertising Company, Chicago, in an executive capacity.

Merle V. Cox, who heads the new agency, was formerly a publisher in the automotive field and for many years was identified with the Chilton Company and the Hearst organization.

♦ ♦ ♦

Has Air Conditioning Account

National Laboratories, Inc., Boston, manufacturer and distributor of a popular-priced air conditioning unit, has appointed Doremus & Company, Inc., of that city, to handle its advertising. A business-paper campaign is now in progress, to be followed by a general campaign in the near future.

♦ ♦ ♦

Czufin Joins Brooke, Smith & French

Rudolf Czufin has joined the creative staff of Brooke, Smith & French, Inc., Detroit agency. He formerly was with Hanft-Metzger, Inc., New York, working on the Texaco account for which he originated Texaco's scotties.

♦ ♦ ♦

Appointed by "Marine News"

B. B. Salamon is now production manager of *Marine News*, New York, with which he has been for three years.



More New York City women paying over \$12.50 for street dresses are reached in their homes by The New York Times than by any other newspaper.—Polk Consumer Census.

S A K S F I F T H A V E N U E

has won a large clientele of feminine fashion seekers. This famous store of style places nearly twice as much advertising in The New York Times as in any other New York newspaper.

The New York Times

NET PAID SALE AVERAGES

470,000 WEEKDAYS, 730,000 SUNDAYS

If Retail Advertising

RETAIL ADVERTISING LINAGE .

1928	1929	1930
Times 13,991,896	Times 12,505,805	Times 11,974,097
Sun 10,826,985	Sun 10,967,887	NEWS 10,728,447
Journal 10,421,399	Journal 10,452,203	Sun 10,345,568
H. Trib. 9,950,082	NEWS 9,638,794	Journal 9,837,103
Eagle 9,755,715	H. Trib. 8,994,045	H. Trib. 8,362,522
NEWS 8,156,248	E. World 7,617,475	Eagle 6,594,891
E. World 7,677,535	Eagle 7,531,031	E. World 6,577,275
Americn. 6,986,211	Americn. 5,992,420	Americn. 5,394,501
M. World 4,876,374	M. World 3,662,387	M. World 2,877,380
St. Union 3,249,644	Post 2,669,196	Post 2,132,882
Bk. Tms. 3,163,556	Graphic 2,280,017	Telegram 1,974,574
Post 2,835,551	St. Union 2,008,579	Graphic 1,793,837
Telegram 1,957,246	Telegram 1,793,371	Mirror 1,660,362
Graphic 1,861,972	Bk. Tms. 1,723,145	Bk. Tms. 1,525,787
Mirror 1,299,076	Mirror 1,671,292	St. Union 1,481,467
TOTAL 97,009,490	89,507,647	83,260,693
NEWS % of total 8.4	10.8	12.9

best medium in New

ng means anything... the

E . NEW YORK CITY . 1928-1934

	1932	1933	1934
NEWS	11,038,056	NEWS 11,472,025	NEWS 12,921,682
80 Sun	9,731,617	Times 8,659,365	Times 9,122,369
71 Times	8,982,950	Sun 8,632,394	Sun 8,527,988
42 Journal	6,846,654	W.-Tel. 6,875,660	W.-Tel. 7,570,616
36 W.-Tel.	6,572,235	Eagle 6,651,482	Eagle 7,408,156
95 Eagle	6,004,973	Journal 5,558,791	H. Trib. 5,983,241
09 H. Trib.	5,877,283	H. Trib. 5,469,152	Journal 5,924,144
70 Americn.	4,180,989	Americn. 3,863,367	Americn. 4,404,526
36 Mirror	1,858,100	Post 1,307,568	Mirror 1,979,972
04 Times U.	1,644,209	Mirror 1,223,490	Post 1,705,849
36 Post	1,331,911	Times U. 1,012,223	Times U. 1,057,024
94 Graphic†	710,445		
89 St. Union*	189,288		
73			
49			
22			
106	64,968,710	60,725,517	66,605,567
5.4	17.0	18.9	19.4

* 2 Months

† 6 Months

SOURCE: Media Records, Inc.

w York is pretty obvious!

THE NEWS
NEW YORK'S PICTURE NEWSPAPER

Leadership in FOOD ADVERTISING



The Chicago Daily News, running true to form, in 1934 carried 1,106,141 more lines of **FOOD ADVERTISING** than the first morning paper and 792,705 more lines than the second evening newspaper.

FOOD is essentially a home topic, a home problem and a home choice . . . all the figuring in the world will never change *that*. And the newspaper which is known to have a *real HOME COVERAGE* will always remain the real medium for food advertising. Leadership has so long been the possession of The Daily News that it has become traditional. And leadership is yours, too, if you follow the leaders into the leading *HOME COVERAGE* newspaper in the Chicago market . . . every informed food advertiser **SAYS SO . . . with LINAGE.**

Total Grocery Advertising in Chicago Newspapers Year 1934

	RETAIL	GENERAL	TOTAL
DAILY NEWS	1,038,730	826,858	1,865,588
AMERICAN	417,976	454,707	872,683
DAILY TRIBUNE	188,019	371,228	559,247
SUNDAY TRIBUNE	146,183	183,171	329,354
DAILY HERALD-EXAMINER	198,876	107,465	306,341
SUNDAY HERALD-EXAMINER	50,104	298,012	348,116
DAILY TIMES	250,508	59,314	309,822
SUNDAY TIMES	2,410	5,349	7,759

Authority: Media Records, Inc.

THE CHICAGO DAILY NEWS

- Chicago's Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK-CHICAGO-PHILADELPHIA-DETROIT-SAN FRANCISCO

Rural Selling in Fashion Again

This Farmer Recommends, Therefore, That the Present Absurd Sales Efforts Be Remedied

By F. B. Nichols

Oak Hill Farm, Buffalo, Kans.

AS I walked along the road by the south side of my farm one morning recently I met a neighbor who was standing by his mail box and reading a daily paper. Inasmuch as the winter weather was delightful (which occurs once in a while, even in Kansas) he was following a common farmer custom of looking over his mail before returning home. And he had just finished glancing at a story about the annual meeting of the Western Retail Implement and Hardware Assn. at Kansas City.

"I see," he said presently, "that Hodge"—H. J. Hodge, of Abilene, Kans., the association's secretary—"says that 'farmers are encouraged by the belief that current agricultural prices will be maintained in 1935,' that 'for the first time since 1929 whole trainloads of farm implements are being shipped to distribution centers' and that he thinks 'the manufacturers know what they are doing.'"

"Yeah," I remarked, profoundly. "And what do you think?"

"I think," he replied, "I hope to God that for once the farmers, the manufacturers and Hodge are right about something!"

Later, though, he observed that the theories of the manufacturers and Mr. Hodge certainly are sound if the premise of the farmers is correct.

And that thought, I believe, rather accurately mirrors the commercial set-up facing every concern interested in rural trade.

For farmers are in a buying mood. They are tired of tinkering with worn-out machinery, of looking at unpainted buildings, of wearing patched overalls. Any surplus cash which comes their way will mostly all flow promptly to urban industry for the purchase of badly needed commodities.

These psychological factors which will influence the volume of farm business in 1935 are perfectly apparent to anyone, such as manufacturers of agricultural machinery and the implement dealers, who really know rural people. But at exactly that point the forecasters of this trend step off the solid rock of facts and into a slough of personal opinions and theories.

Two "Ifs" That Affect the Picture

They are supported along their soft path in part, however, by the comforting certainty that if 1935 is a good season from a production standpoint and if the prices of rural commodities stay on something like their present levels an immense flood of orders for goods will be incubated during the next twelve months in Rural America.

Both "ifs" may appear large, however, to some of the manufacturers who must base their production and sales policies on such uncertain threads. Certainly they seem that way to me, as a farmer who must coax a living out of his fields and pastures.

Fortunately, though, there are definite data to support the common belief that this will be a favorable year for the growing of crops. Almost all the agricultural land in America has more moisture than it contained last year. Most of the winter wheat and rye is in excellent condition. There has been more fall and winter plowing than usual. And there generally is more than an average amount of available plant food in the soil, due to the low requirements of the drought-stricken crops in 1934.

It also is true that in many instances remarkably favorable seasons have followed dry years. That

was the case, for example, on my farm in 1902 and 1914, after the disastrous summers of 1901 and 1913.

But despite all that, it is quite evident, unfortunately, that there is no accurate method for forecasting how a season will materialize from an agricultural standpoint.

And the usual experience of economists and other learned individuals since 1929 who have attempted to become prophets of price and other commercial trends also has shown a lack of accuracy.

There is no theory, however, about the current market prices for farm products. And in many instances they are rather satisfactory. In some cases they are approaching the "fair parity prices" fathomed by the AAA—and with corn are above them.

Farmers are paying an average of 126 per cent of pre-war price levels for the products they buy. They are selling grain at 116 per cent of these levels; chickens and eggs, 119 per cent; dairy products, 107 per cent; cotton and cottonseed, 109 per cent; and truck crops, 121 per cent. The current local prices for all groups of agricultural commodities average 101 per cent of pre-war quotations.

Favorable Technical Position of Farm Commodity Markets

These advancing price trends naturally have reflected a scarcity of supplies. The much press-agented national agricultural "surplus" will be exhausted by the time the production of 1935 reaches the markets. Bins are being scraped clean. The technical position of farm commodity markets is favorable.

This brighter rural financial outlook is being reflected these days in the growing grocery bills of urban families. Practically all the advance in the wholesale price level of the United States during the last year has been motivated by gains in the values of farm products and foods; non-agricultural commodities as a group have made little progress. Farm prices have climbed to a point where such

outstanding rural champions as "Hank" Wallace and "Chet" Davis admit that it is hardly practicable for countrymen to obtain a much larger share of the consumers' dollars.

Apparently, then, the best that farmers can hope for with their price levels in the next year is to hold the gains they have made while other classes of people over the nation are struggling farther upward from the vale of depression. In all events that is the common belief of rural people. And if we countrymen can achieve that blessing along with a good season we will buy "a whale of a lot of stuff" before next winter.

Farmers Interested in Industrial Progress

Farmers therefore are showing more interest than I ever before have observed in the commercial progress of the cities. This theme usually is injected into their conversation soon after a group of them get together, as at public sales or in towns on Saturday afternoons when they have done their trading. They generally have been much interested recently, and considerably impressed, with what daily papers have printed about the upward trend in steel production.

Average farmer opinion as reflected at such gatherings indicates a belief that agricultural prices can be maintained during this year at something like the present levels, as Mr. Hodge suggested, if the cities presently are able to snap out of their commercial lethargy.

And in line with the optimism ever-present in us men of the soil—or else we would not be farmers—countrymen quite commonly hold to the belief that the city brethren soon will register more energy and develop a buying power that can support the present farm prices through a favorable season. It seems, then, that the industrial concerns interested in rural trade which are willing to subscribe to such a theory, if any, might as well start preparing for a larger business.

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what they produce. Farmers are about out of everything.

A part of this potential buying power obviously will be used in covering commitments for more common products, such as farm machinery and paints. And the manufacturers of these commodities already have smelled the green pastures from afar. But the makers of other articles required on a farm also can get their share of the business if they will generate more pep in selling and distribution than they have evidenced during the last two or three years.

Most of the current rural sales efforts are absurd. Even the optimistic Mr. Hodge admits that "hardware and implement stocks are depleted and have been for several years." And he didn't say the half of it! "Depleted" is too mild a word.

A year or two ago, for instance, when I wished to buy an ordinary riding plow, I found that none was carried by local dealers. Fortunately, though, their stocks still included catalogs from implement manufacturers! After my research work among them disclosed this universal condition I finally picked out a plow from a book one of these men had and asked him to order it for me. And that, let me say as a farmer, is an extraordinary way in which to purchase such machinery.

I submit that when a system of rural distribution is so nearly "depleted" that it cannot keep plows—which certainly are used commonly in agricultural localities

—in retail implement establishments, it is about ready to pass out. No wonder the great mail-order houses are making such a splendid record these days with their farm sales.

Presumably, however, the art of rural selling again will be waited into the ascendancy as farm earnings increase. But we countrymen are going to be mightily surprised when that trend occurs. For we are so used to encountering the usual "you don't want to buy anything today, do you?" attitude from the folks in stores we visit that it will seem strange to be subjected to the lure of some real salesmanship.

If rural America can market a large farm production this year at something like the present prices it will spend several billion dollars for fabricated products. And that naturally would contribute greatly to national economic recovery. If agriculture achieves such a record it will be resuming the role it played so brilliantly toward the close of the depression in the 1870's, when its buying power exerted the main force which broke the backbone of that financial log-jam.

And in all events, apart from what occurs this year, it is clear that the farm washout has been bridged. The "surplus" is gone. Agricultural prices are in the ascendancy. There is a new tempo in the markets and among the people over the countryside. The opportunities in rural trade are expanding.

McKeachie Joins Getchell Agency

William E. McKeachie, member of the copy staff of the McCann-Erickson Company for the last four years, has joined the New York office of J. Stirling Getchell, Inc. He was formerly with the J. Walter Thompson Company in Paris and London.

Holeproof Advances Lippincott

Richard H. Lippincott has been appointed director of sales of the Holeproof Hosiery Company, Milwaukee. He joined Holeproof originally to take charge of market research and has been assistant sales manager for the last two years.

Harold Crary, Vice-President, United Air Lines

United Air Lines, Chicago, have elected Harold Crary vice-president in charge of advertising, public relations and traffic. Advertising director for the last several years, he was assigned additional duties of traffic manager two months ago.

New Product to E. T. Howard

Tissue Brands, Inc., New York, maker of a new mentholated handkerchief called Sankerchief, has placed its advertising account with The E. T. Howard Company, Inc., New York. Newspapers are being used. Magazines may be used later.

First Time on the Air

"POSITIVELY No Visitors Allowed in the Studios during a Recording."

This order has always been strictly enforced by the RCA Victor Division of the RCA Manufacturing Company, until Wednesday afternoon, January 23. On that date, however, the listeners to the company's radio program, "Radio City Matinee," were invited to tune in on an actual recording being made in Boston.

The Boston Symphony Orchestra under its conductor, Serge Koussevitzky, was recording parts of Richard Strauss' "Also Sprach Zarathustra," Beethoven's 8th Symphony, and the Italian Symphony of Mendelssohn's.

At times Koussevitzky was not entirely satisfied with the results

obtained and stopped the performance. Charles O'Connell, author, of "The Victor Book of the Symphony," acting as narrator emphasized to listeners the perfection required before a recording can be approved.

So true to the regular routine of the company's Home Studios in Camden, N. J., was the broadcast that a world famous tenor and Victor artist telephoned in: "You are fooling the public, your broadcast was staged. I know, because I recognized the mechanical sounds that I have never heard except in Camden."

This gentleman was assured that this was not the case, and that the only staged part of the performance was the regular program announcements.

Two New Accounts to Ketchum, MacLeod & Grove

The advertising accounts of the Penn-wood Company, Pittsburgh, electric clocks, and the Pittsburgh Piping and Equipment Company, Pittsburgh, piping contractors and manufacturers of piping, have been placed with Ketchum, MacLeod and Grove, Inc., Pittsburgh agency.

Advanced by Cleveland "News"

Leo P. Doyle has been appointed advertising director, and Jerric Disney local display advertising manager, of the Cleveland News. Mr. Doyle has been promoted from the post of local display advertising manager. Mr. Disney has been in charge of the men's classification in the advertising department.

Heads Business Journals, Inc.

Dr. George R. Brighton has resigned as president of Business Journals, Inc., New York, publisher of *Motorship*, *Diesel Power* and *Building Modernization*. H. J. Redfield has been elected president. He formerly was head of National Trade Journals, Inc., later continuing as its treasurer.

New Newspaper Unit

The First 3 Markets Group, newly organized, will sell gravure and color-gravure space in the New York *Sunday News*, Chicago *Sunday Tribune* and the Philadelphia *Sunday Inquirer* as a unit. Group space will be sold by the advertising representatives of the three newspapers in the unit.

Kimball-Hubbard-Powel Appoints Wiseman

Effective February 1, Mark Wiseman becomes general service manager of Kimball, Hubbard & Powell, Inc., New York agency. Mr. Wiseman was, for years, with The Blackman Company where he had been head of the copy department and a partner in the agency. He left The Blackman Company in December, 1932, to become associated with the Hudson Motor Car Company.

Name I. A. Goldman Agency

Advertising of the following companies, all of Baltimore, has been placed with I. A. Goldman & Company, of that city: Finance Company of America (industrial division); Davis Drug Company, manufacturing chemists; Gilbert Cummins Company, gold refiner; and the Maryland Distillers Products Corporation, "Cream of Maryland" whiskey.

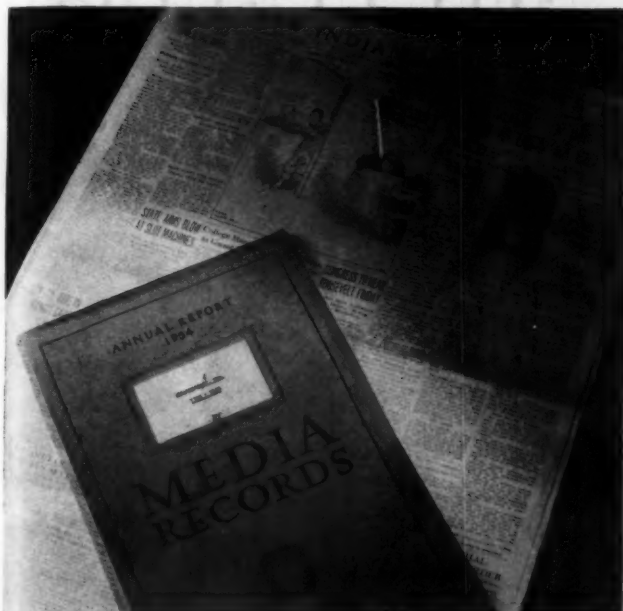
Death of H. B. Caldwell

Harry B. Caldwell, Eastern field representative of the Ahrens Publishing Company, New York, publisher of *Hotel Management* and other publications, died last week. He was forty-five years old. Mr. Caldwell lived in Salisbury, Pa.

Cresap Heads Hart, Schaffner

Mark W. Cresap, formerly chairman of the board of Hart, Schaffner & Marx, Chicago, has been elected president. Robert S. Surridge has been made a director. They both succeeded Alexander M. Levy in these positions.

The Result of Getting Results



39 Years of Advertising Leadership

Any one of a number of considerations may bring an advertiser into a newspaper originally, but only **results** will keep him there year after year.

The News has been *first* in advertising in Indianapolis for 39 consecutive years because it has been *first* in advertising results per dollar of cost.

The Indianapolis News

SELLS THE INDIANAPOLIS RADIUS

New York

Chicago

Dan A. Carroll, 110 E. 42nd St.

J. E. Lutz, 180 N. Michigan Ave.

ADVERTISE

to the



TO be sure, the Mortons, as individuals, do not eat more than most other healthy and employed families. What is important to any food advertiser is: How many families like the Mortons read the Chicago American every night? And how much food do they consume?

There are literally hundreds of thousands of Chicago American families very much like the Mortons. They are young, have growing children, steady incomes. Collectively they consume at least half of the food sold in Chicago every day. This is a market which no food advertiser, who hopes to do a big job in Chicago, can possibly ignore. Nor should he expect to capture it through some other medium.

Consider the facts: They're simple as an A B C statement—indeed simpler. The American has the largest even circulation in Chicago, concentrated among people in the

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Mortons



eat more. What 30's and 40's; more home circulation; more growing families. And to reach this great American market—the welier half of the second largest food market in America—costs no more than advertising in the second evening newspaper with less circulation. Yes, sir, Mr. Advertiser, when you've talked food to the Mortons, and the thousands of other typical AMERICAN families, you've said more than a mouthful.

CHICAGO AMERICAN

... more Buying Power to you

NATIONAL REPRESENTATIVES: Rodney E. Boone Organization

During 1934
National Advertisers
in the lines of
business listed
in the adjoining
column gave their
largest Los Angeles
appropriations
to the—

Los Angeles TIMES

NATIONAL REPRESENTATIVES: Williams, Lawrence & Creamer Company, New York, Chicago, Detroit, San Francisco. NATIONAL COLOR REPRESENTATIVES: Associated Newspaper Color, Inc., San Francisco, New York, Chicago, Detroit, Cleveland, Los Angeles.

Passenger Cars
Cigarettes
Baking Products
Hotels, Resorts
Railroads
Books
Women's Clothing
Office Equipment
Perfumes, Cosmetics
Breakfast Foods
Cigars
Condiments
Shoes
Gas and Oil
Building Materials
Dairy Products
Heating, Plumbing
Tobacco
Furniture
Steamships
Jewelry, Silverware
Insurance
Special Tours

(Figures from Media Records
—excluding nationally circu-
lated American Weekly
magazine.)

Suggestions for a New Form of Agency Contract

Here is the first section of a detailed explanation of the suggested form of advertising agency contract which is a part of the A. N. A. report on agency compensation. The second and concluding section will appear next week.

PRINTERS' INK, in presenting these articles prepared for it by Messrs. Haase and Digges, calls attention to the fact that the Haase-Digges model contract form would be in order only should the present standard commission system be overthrown and the reasoning of the A. N. A. commission report be adopted. This model contract proceeds on the assumption that billing the advertiser at a publication's net rates can be done readily and easily. Inasmuch as it takes two or more parties to make a contract, it is obvious that these recommendations are not immediately going to be welcomed by contractual parties other than the advertiser.

It is plain, also, that the agency, by signing this contract, would legally become the agent of the advertiser. It is not too much to say, indeed, that agencies entering into such a suggested contractual relation would do so in violation of previous agreements between agency and publisher. Nevertheless this workmanlike study is highly informative; and PRINTERS' INK is carrying it as a matter of news.

By Albert E. Haase and I. W. Digges

WRITING in PRINTERS' INK of last week Paul B. West, managing director of the Association of National Advertisers, remarked that the association's recent report on "Advertising Agency Compensation" should have been called "Contractual Relations Between Advertisers and Their Agents."

Correspondence and conferences which have developed since the appearance of that report make us feel inclined to agree with Mr. West; for it is this very subject—contractual relations—with which advertisers are most concerned.

In fact, inquiries on this subject have been so widespread that the authors of this article recently prepared for the Association of National Advertisers a report that would answer many different questions which resolve themselves into the general question: "What Should an Advertising Agency Contract Contain?" The information given in answer to that same question in this article is taken from the study made for the association.

A contract that is unfair to an advertising agent is unfair to an advertiser. A contract that is unfair to an advertiser is unfair to an advertising agent. These thoughts have guided the authors in all they have written on the subject, both for the Association of National Advertisers and for PRINTERS' INK.

The questions to be answered before a contract is consummated between an agent and an advertiser might be said to be five in number:

What are the services to be

rendered to the advertiser by the agent?

What payment is to be made for those services?

How are the parties to operate under the contract?

What construction is to be placed upon general aspects of the contractual relation?

How long is the contract to last and how shall it be terminated?

For the sake of convenience, these several questions will be treated in the order in which they have been set forth, broken down in the following manner:

I. Scope and Nature of Services to be Rendered

II. Payment for Services

- (a) Professional services
- (b) Services as a purchasing agent
- (c) Routine office services

III. Operating Methods under the Contract

- (a) Approval of copy and expenditures
- (b) Discounts, rebates and commissions
- (c) Billing the advertiser
 - (1) Cash discounts
 - (2) "Short rates," credits, etc.
- (d) Banking procedure
- (e) Proof of payment
- (f) Auditing

IV. Clauses Construing Intent of the Parties

- (a) Handling competitive accounts
- (b) Undivided loyalty
- (c) Property rights in copy, art, etc.
- (d) Nature of the contract, i.e., for personal services

V. Duration and Termination of the Contract.

Under each of the headings just listed all clauses will be discussed which bear a pertinent relation to the subject-matter in question, followed by the exact language of suggested provisions in the contract.

I. Scope and Nature of the Services to Be Performed

The scope of services, as that term is here used, means the gen-

eral scope of the agent's functions in dealing with the several classes of advertising mediums. Precision on this point is desirable because it sometimes happens that one advertiser retains more than one agent. He might place his magazine advertising through one agency, for illustration, and his newspaper advertising through another. A suggested clause defining the scope of the service, as that term is here used, would read somewhat as follows:

The Advertiser hereby retains the services of the Agent in the United States (or elsewhere as the case may be) and the Agent hereby accepts employment by the Advertiser, in the United States, (or elsewhere, as the case may be), in connection with the preparation and placement of advertisements, under the conditions hereinafter listed, in newspapers, magazines, radio broadcasting, outdoor advertising and _____ for the _____ product(s), and for such further of the advertiser's products as may from time to time be designated by him in writing.

Immediately following this general provision under which the advertiser retains the services of the agent, there should be a provision outlining the nature of the duties of the agent. A description of duties is rarely treated in understandable detail. The advertiser-agency contracts which we have examined, have not, for example, adequately differentiated between the kinds of duties the agent should render in the skilful use of each of the various mediums of advertising.

There is a marked difference between checking a radio broadcast and checking an outdoor advertising showing. A blind man could do the former and a deaf man would be capable of the latter. Some cognizance should be taken of the different attributes of the different mediums in outlining the agent's functions. A detailed description of the duties which the agent was retained to perform would perhaps read something like this:

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by the Advertiser, the Agent shall perform the following duties:

(a) Study the product(s) of the Advertiser covered by this Agreement, and the market for his product(s).

(b) Prepare preliminary plans for the proper advertising of the product(s), related to the appropriation available, and so designed as to make the best possible use of said appropriation.

(c) Prepare cost schedules for advertising insertions and other related costs.

(d) Prepare finished comprehensive layouts and all actual copy to be used in advertisements of all types.

(e) Purchase artwork and engravings, electrotypes, printed matter, and other collateral materials, from artists, designers, photographers, engravers, printers, and others.

(f) Prepare merchandising plans for the co-ordination of the Advertiser's advertising and distribution.

(g) Make contracts in behalf of the Advertiser with owners of advertising mediums and others at the most advantageous rates obtainable.

(h) Check the insertion of advertisements in publications, for appearance, date, position, size and mechanical reproduction.

(i) Check the broadcast of radio advertising for time, accuracy, extent, and other related factors.

(j) Check the display of outdoor advertising for date of appearance, position, size, workmanship, and mechanical reproduction.

(k) Retain custody of the Advertiser's property, and see that it is returned from third parties.

(l) Render bills to the Advertiser for such amounts as may be due and with sufficient promptness to allow the Advertiser to earn cash discounts, if any.

(m) Audit and pay promptly all proper bills of owners of advertising mediums or other third parties with funds received from the Advertiser or upon the Advertiser's authorization.

(n) Render any and all other reasonable services in connection with the Advertiser's advertising and distribution.

Though not designedly so, the agency functions above set forth

closely parallel the standards of agency service as outlined and recommended by the American Association of Advertising Agencies in its publication entitled "Agency Standards." The unconscious similarity in scope and phraseology would seem to be adequate evidence that the functions suggested for incorporation in the contract are realistic in tenor.

II. Payment for Agency Services

The matter of payment for services rendered, or to be rendered, lies close to the kernel of every agency contract. These authors incline to the view that the method and amount of payment should be frankly and openly discussed before the contract is reduced to writing. Concretely, it should be decided whether the agent is to work on a discount or on a fee basis, or, as is often the case, an admixture of both. The services which the agent shall be expected to render, might, for convenience sake, be roughly classified as (a) professional services, (b) services as a purchasing agent, and (c) routine office services.

(a) *Professional services.* Since the greater part of the agent's value to the advertiser lies in the agent's professional ability, it is most important that there be no shade of misunderstanding in regard to compensation for professional services. The agent will wish to know that he will be reimbursed for that which he has expended in advertising mediums, and what compensation he is to receive for the services performed in creating, preparing, and causing the reproduction of the messages of the advertiser. The two following clauses would appear to meet the situation, in principle:

In payment for authorized commitments made in behalf of the advertiser or in re-imbursement for authorized expenditures of the Agent on the Advertiser's behalf, the Advertiser shall pay to the Agent an amount equal to the net cost to the Agent of each advertisement placed by the Agent for the advertiser in an advertising medium, and for which payment may become due to the

publication or its authorized representative during the term of the Agent's employment. The term "net cost" under this agreement means the exact amount the Agent credits the third party with whom it deals, that is, the gross card rate less any and all discounts, rebates, differentials, or commissions allowable to the Agent by the third party, except cash discounts. The Advertiser shall be entitled to deduct the cash discount allowable to the Agent by each owner of an advertising medium only when the Advertiser shall have paid the Agent within the time when the Agent, in turn, would have been entitled to claim this cash discount from the owner of an advertising medium or his authorized representative.

As compensation for the Agent's professional services, as covered hereby, the Advertiser shall pay to the Agent during the term of the Agent's employment, an amount equal to _____% of the net cost of each item included in the preceding paragraph. (or a fee of \$_____.)

It will be quickly noted that the basis for the computation of the agent's discount or fee is the publisher's "net" rate. That provision is introduced in the interest of clarity. It sets forth the exact method of compensation in unambiguous terms. It faces reality by making the publishers net rate what it really is, the one and only effective rate.

A discount or fee upon a publisher's "gross" rate, so-called, would be a fiction, in law and in fact, as it would include a discount upon a discount.

(b) *Services as a Purchasing Agent.* Services falling within this category are different in quality and type from the creative and professional services covered in the preceding paragraphs. These latter services should be comprehended and paid for. Trade discounts, such as are offered by the various supply houses, in varying amounts, to advertising agents, are a fertile source of petty dispute between advertisers and agents.

Though the sums of money involved are inconsiderable in relation to the total earnings of the

agent, the misunderstandings are apt to be all the greater. As a matter of law, such discounts belong to the advertiser, unless he sees fit to renounce his right to them, and allow them to the agent in payment for his services as a purchasing agent. Inasmuch as the advertising agent is the agent of the advertiser (a proposition on which these authors elsewhere have expressed their convictions), it is the duty of the agent to purchase mechanical adjuncts upon the best terms available.

In any event, a contract which has for its goal the requisites of clarity, fairness and foresight, should cover the point. Two clauses adapted to the needs of advertisers and agents in this regard follow:

The Advertiser shall pay to the Agent an amount equal to the net cost to the Agent of all artwork, mechanical parts, printed matter, radio talent, and other advertising adjuncts, the purchase of which has been authorized by the Advertiser and which the Agent has prepared, produced, or obtained for the Advertiser, and which has been accepted as satisfactory by the Advertiser during the term of the Agent's employment. (The term "net cost" as here used should be given the same significance as that included in the section having to do with compensation for professional services.)

• • •

As additional compensation for the Agent's Services, the Advertiser shall pay to the Agent, during the term of the Agent's employment, an amount equal to _____% of the net cost of each item included in the preceding paragraph.

(c) *Routine Office Service.* There is yet another type of service, usually rendered by the agent. Such service is of a routine character, and includes such functions as the packing and forwarding of materials, the handling of mail, express and shipping. As a rule these last-named functions are not of paramount importance, unless the advertiser happens to deal largely in direct-by-mail advertisements, but in any event, the question should be raised and disposed of

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Worcester Payrolls Show Solid Gains

According to a report issued January 18 by the Worcester County Trust Co., Worcester's industrial payrolls for December showed a 9.6 per cent gain over November and stood at 75.21 per cent of normal.*

*January 1928 figures being used as 100 per cent.

December's 75.21 per cent is (with one exception) higher than the figure in any period since June, 1931. The single exception was April, 1934, at which time the index figure was 78.12 per cent.

The steadiness of industrial employment in Worcester is shown by average monthly figures for the past two years.

Average Monthly Payroll—1933	57.90%	Average Monthly Payroll—1934	69.50%
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Preliminary figures indicate January industrial payrolls will approximate the 75.21 figure for December.

One Medium Covers

This rich and stable market, concentrating a population of 433,000 within an average 18-mile radius, is effectively covered through the Telegram-Gazette ALONE. These newspapers maintain every day home coverage of more than 85 per cent of all families in Worcester and throughout the average 18-mile trading area, which every day receive in their homes a Worcester daily paper.

TOTAL AVERAGE NET PAID DAILY CIRCULATION		
MORE THAN	100,000	FOR OVER 7 YEARS

THE TELEGRAM-GAZETTE

GEORGE F. BOOTH, *Publisher*
Worcester, Massachusetts

PAUL BLOCK AND ASSOCIATES - - - National Representatives
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

★



From an etching by Paul Blare, originally published in The Connecticut

"THIS IS A SORT OF JOURNEY I NEVER THOUGHT TO GO"

OF MINOR importance among American poets was Will Carleton. Few anthologies contain his verse...few lists of authors enroll his name.

Yet this plain man from Michigan wrote a simple poem called "Over the

Hill to the Poorhouse" that quite believably has inspired more people to start savings accounts than the sum total of all admonitory precepts and bank advertisements combined.

The picture created in the minds of

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anyone who has read or heard this fiction in verse is very probably the unconscious background of all current discussions for Old Age Insurance.

For this poem is almost the perfect example of *fear* copy. It is fiction which plays on fundamental emotions with the power of a tempest. It inevitably carries the reader into an acute consideration of his own lot...to an adequate plan for his future.

In today's writings the patterns of the past recur and recur. The essential situations are not new...the basic emotions are the same.

And though stories and tales by the thousands pour from the world's printing presses, only a handful, through the artistry and skill of their authors, are so evidently true in their influence that they will live and be known as literature...which

simply *Tomorrow's* are for **TODAY'S GREAT FICTION.**

A few months ago *Cosmopolitan* published a story by Louis Bromfield called "Aunt Flora". Edward J. O'Brien,

internationally recognized critical authority, gave it a 2-star ranking in his "Best Short Stories of 1934". In emotional power it parallels Will Carleton's poem.

Projected against its potent setting, the advertising of annuities, savings plans, homes, building material, furniture, clothing and all other protective services and shelter goods could not fail to succeed.

James Russell Lowell said, "Sentiment is intellectualized emotion". And fiction is emotion's guide and mentor.

The most stimulating background for *Effective Advertising* is *Great Fiction*. Since *Cosmopolitan*, by critical appraisal, publishes more *Great Fiction* per issue than any other magazine, it must provide a higher sales potential. The advertisers and agents who make

the greatest use of emotional power are logically and naturally the largest users of *Cosmopolitan* space...are materially responsible for its unique two year record of lineage and revenue gains.

"THE MOST INFLUENTIAL BOOKS, AND THE TRUEST IN THEIR INFLUENCE, ARE WORKS OF FICTION", SAID ROBERT LOUIS STEVENSON. "THEY RE-ARRANGE, THEY REPEAT, THEY CLARIFY THE LESSONS OF LIFE"



COSMOPOLITAN

at the inception of the relationship. Where required, the following clauses are offered for practical use:

The Advertiser shall pay to the Agent an amount equal to the net cost to the Agent of all materials used by the Agent in packing and forwarding materials for the Advertiser's advertising, and for all

postage, express or other charges incurred in the transportation of such materials during the term of the Agent's employment.

As additional compensation for the Agent's services, the Advertiser shall pay to the Agent, during the term of the Agent's employment, an amount equal to ———% of the net cost of each item included in the preceding paragraph.

Amos 'n' Andy Contest

A MAP of "Weber City" as drawn by Andrew H. Brown, map-maker, and Amos Jones, assistant map-maker, is being given away to each entrant in the \$30,000 cash contest inaugurated by the Pepsodent Company.

This six-color map is fifteen by twenty inches, and shows in detail the many points of interest in "Weber City." There is "Bite-A-Minute Lake," Andrew H. Brown Boobyard, Henry Van Porter's "charming" real estate development and Madam Queen's Beauty Shoppe offering a face lift, half-way for

50 cents and all the way for \$1.

There are 14,493 cash prizes for the consumers of Pepsodent Tooth Paste who submit the best letters of not more than fifty words on "Why I Like Pepsodent Tooth Paste," together with an entire empty carton. The first grand prize is \$2,500, and the contest closes midnight, February 3.

Dealers are awarded duplicate prizes when any of their customers are winners, and assisting clerks are given a cash prize if their name is on the sticker which the dealer is advised to attach to the carton.

Business Paper Editors Plan Washington Meeting

On February 14 and 15, members of the National Conference of Business Paper Editors and The Associated Business Papers will meet at Washington, D. C., in order to meet key men in Congress, cabinet members and administrators of special legislation. One of the purposes of this meeting will be to allow those who attend to develop background material in handling editorial questions that will press for attention while Congress is in session.

Death of W. O. Floing

W. O. Floing, art director of D. P. Brother & Company, Detroit agency, died in that city this week, aged forty-nine. Prominent as an advertising artist, he formerly had conducted his own business with studios in New York and Chicago. Mr. Floing was a former vice-president of the Charles Daniel Frey Company and, more recently, had been with the Campbell-Ewald Company in Detroit.

New Account to B. B. D. O.

The H. H. Robertson Company, Pittsburgh, building products; has appointed Batten, Barton, Durstine & Osborn, Inc. as its advertising agent.

Motion Picture Publications Appoint Sniffen

Frank D. Sniffen has been appointed Eastern advertising manager of *Motion Picture and Movie Classic*, according to an announcement received from S. F. Nelson, advertising director of Motion Picture Publications, Inc., New York. Mr. Sniffen was formerly Eastern advertising manager of *Shrine Magazine* and, previously, was with the International Magazine Company for eleven years.

Join Blackett-Sample-Hummert

Roland C. Aby and Albert F. Peters have joined the copy staff of Blackett-Sample-Hummert, Inc., Chicago advertising agency. Dwight W. Jennings has joined the New York office.

Mr. Aby was formerly with the W. E. Long Company; Mr. Peters had been with the J. L. Hudson Company. Mr. Jennings formerly was with Fletcher & Ellis and at one time was with Lord & Thomas as vice-president and a director.

Advanced by Minneapolis "Journal"

John E. Jerome, formerly national advertising manager of the Minneapolis *Journal*, has been advanced to the position of advertising manager, succeeding T. Norman Williams, resigned.

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Nash on State Street

Department Store Stocks Automobiles, and Herein May Be Portentous Merchandising Development

A THROWBACK to the primitive days? Or a portent of the future?

Perhaps there's a little of each in the automotive merchandising development of last week whereby the Boston Store, one of Chicago's large State Street retail institutions, became a special agency for the sale of Nash and LaFayette motor cars. The inauguration of the new department in the store coincided with the opening of the Chicago Automobile Show on January 26.

Department-store distribution of motor cars was not uncommon in the larger cities during the early days of the horseless carriage. In the first decade of the present century many large stores operated as direct dealers for car builders. Then came "motor row" selling and the department store passed out of the automotive picture.

Now automobile manufacturers, some of them at least, are showing signs of dissatisfaction with the comparatively small number of prospects they can induce to come into the "motor row" dealer establishment. This frame of mind has been reflected during the last year or so in the increasing adoption of "neighborhood feeder" type of outlets to supplement the usual dealers' salesroom. Under this system, cars are placed with service stations which have a steady motorist patronage for gasoline and oil, repair work, parts, washing, and so on.

Meeting the Customer on His Own Grounds

In line with the philosophy behind that move, the department store may easily be in for a substantial come-back as a channel of motor car distribution. It fits in beautifully with the idea of making more aggressive effort to meet the customer on his own grounds. The "neighborhood feeder" offers abundant contact with the male motor

car owners, but it probably has a lesser contact with women of the families. And it doesn't reach the virgin prospect—the non-owner—at all. These are types of traffic which the department store is in a position to deliver in sizable volume.

The Boston Store set-up consists of a salesroom adjoining the sporting goods and automotive accessories departments. There will be twelve cars on display here and the sales force will consist of salesmen operating out of the Chicago Nash Sales Company, Nash and LaFayette distributor for Illinois and parts of adjoining States.

Additional Cars Will Tie Up with Merchandise

Additional cars will be shown in other departments, utilizing pointed and effective tie-ups with women's clothing, sporting goods and other merchandise. Special displays featuring the mechanical innovations and improvements of the 1935 lines will also be maintained in the store. During the show week a car is on display in one of the store's windows. Other special features for this occasion include exhibition of a motion picture film in a little theater installed alongside the new showroom and a moving mechanical exhibit and a cut-away chassis have been placed on display on the ground floor of the store.

In the matter of external promotion, the Boston Store will feature Nash and LaFayette cars in posters on its trucks and delivery vans. Sales literature on the cars will be included with all parcels wrapped in the store.

The entire automotive world will undoubtedly await the outcome of this venture with considerable interest. And no doubt the coming weeks will find department-store executives casting speculative eyes upon the floor space situation in their establishments.





"REGISTRATION"—OVER 2,580,000

... the largest sales total in our field of business. And it's due to the same appeal an automobile makes to modern women . . . *Time-saving, and the expansion of personal activities.*

Your car that offers weather-proof starting, brilliant speed, easier parking, cuts more and more time off a woman's business day. *One of the Companion's main jobs is salvaging hours from workaday routine.*

Your finger-tip operation, deep luxurious seats, better provision for golf bags and luggage, inspire participation in a

hundred interests heretofore restricted. *The Companion strongly advocates these new interests—discusses them in practical detail.*

So your job is closely allied with ours. More and more you build your product for progressive women. More and more you parallel the appeal that has brought us 2,580,000 readers—1,788,000 with motor cars—1,571,000 who drive themselves.

Figure the advertising power of such a hook-up, especially now that women are influencing car purchases more than men—as reported by the shows!

If you'd like proof that women are really going places, ask for the report of a recent survey among Companion readers. Their activities make a list as long as your production dreams—with a spread as wide as your sales territory.

THE
CROWELL PUBLISHING
COMPANY
NEW YORK

WOMAN'S HOME
Companion

PUBLISHERS OF COLLIER'S
WOMAN'S HOME COMPANION
THE AMERICAN MAGAZINE
THE COUNTRY HOME... MORE
THAN 8,300,000 CIRCULATION

Three-Dimension Cutouts



JUST released to the trade are the new packages for Super Suds, of the Colgate-Palmolive-Peet line, which are introducing toy cutouts of three dimensions. The toy structures which can be cut from the package include depot, circus tent, jail, town hall and dwellings and in addition there are two-dimensional characters: sheriff, auto mechanic, jailer and the like.

To obtain a complete "Super

Suds Town," the housewife must purchase eight of the kitchen-size packages, or four of the laundry size. All of the items are designed from the humorous angle and captioned, similarly, in a humorous fashion.

These new toys are being pushed nationally by Clara, Lu 'n' Em, radio gossip team, who have been advertising Super Suds over the air for four years.

New Work for A. J. Amos

A. J. Amos has been appointed manager of national accounts of General Foods Sales Company, Inc., to head a new sales activity contacting various types of national outlets such as railroads, steamship lines and hotel chains. He has been with General Foods since 1927 when he joined the Diamond Crystal Salt Company as assistant sales manager.

...

Represent Toronto "Telegram"

The Toronto, Canada, *Evening Telegram* has appointed Dan A. Carroll, New York, and John E. Lutz, Chicago, as national advertising representatives covering the United States.

Spivak Buys "American Mercury"

The American Mercury, New York, has been sold by Alfred A. Knopf, Inc., to Lawrence E. Spivak. Mr. Knopf is the founder of the magazine, the first issue of which appeared eleven years ago this month under the editorship of H. L. Mencken. Mr. Spivak has been business manager for several years and now will be actively engaged as publisher. Paul Palmer will be editor. The new editor and publisher take over their duties with the April issue.

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Has Cigarette Account

N. W. Ayer & Son, Ltd., has been appointed by the Rock City Tobacco Company, Ltd., Quebec, Canada, to handle the advertising of Tudor cigarettes.

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Too Few Dealer Appeals

Business-Paper Advertisers Often Overlook Some of Best Angles in Telling Story to Retailers

By C. B. Larrabee

THERE are more than two dozen major uses to which advertising to retailers in business papers can be put. There are hundreds of variations of these uses. Why is it, then, that the majority of business-paper advertisers confine themselves to a limited group of appeals?

The obvious answer is that for these advertisers business-paper space is most valuable within a limited field of uses. That answer is a little too obvious. The real answer probably lies a lot deeper in the roots of habit, complicated by an apparent lack of understanding of what business papers will really do.

Why is it, for instance, that for every advertisement dealing with some company policy there are a dozen—or a hundred—telling the dealer about national advertising? National advertising is important to the dealer as well as the manufacturer. Is it, though, so important that a sizable number of business-paper campaigns must be devoted wholly to it? Wouldn't it be a much better investment of the advertising dollar to use the national advertising angle as only a part of the business-paper campaign?

In the business paper the manufacturer has one of the most flexible advertising mediums. Anything that he can tell a dealer orally or by printed words can be told in its pages, with the possible exception of certain secret policies that are not ready for open announcement. In confining his story, therefore, to the limited number of appeals that the majority of advertisers are now using, the manufacturer penalizes his own advertising investment. The effectiveness of that investment depends greatly not only on the conviction with which copy is written and the skill

with which it is presented but, also, on the advertiser's ability to change his pace and get the most out of every possible advertising appeal he can make.

It would seem to be essential for any advertiser who wishes to reach his dealers to discard his old habits of using space first, and then to build a better understanding of what a flexible business paper can do for him.

In October, 1933, *PRINTERS' INK MONTHLY* made a special compilation of twenty-five objectives in dealer copy. These objectives are listed as follows:

1. To announce new products, new styles, etc.
2. To discuss price.
3. To offer deals.
4. To talk about profits.
5. To seek new outlets.
6. To sell the product or the line with reason-why appeal.
7. To sell programs of national advertising.
8. To proclaim that the product or the line enjoys consumer popularity, or occupies a position of leadership.
9. To offer, or urge the use of, dealer helps, displays, etc.
10. To outline the market.
11. To point out the advantages of selling quality.
12. To suggest merchandising methods, including the grouping of the manufacturer's products.
13. To "sell" manuals for the retailers' salesmen.
14. To suggest selling points—what to say to the consumer.
15. To offer direct-mail literature, counter booklets, etc.
16. To combat false impressions.
17. To impress the manufacturer's trade-mark upon the trade.
18. To glorify the manufacturer's own salesmen.
19. To protect the product's rep-



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Detroit makes America's greatest GAINS

The Detroit News is first among all American newspapers in total lineage **GAIN** in 1934 over 1933.

The Detroit News is fourth among all American newspapers in **TOTAL** lineage.

The speed of Detroit's recovery is the hope of the nation. During 1934 The Detroit News reflected Detroit's accelerated industrial activity and the confidence which advertisers have always had in its result getting ability. The News ranked fourth in total advertising and showed the greatest lineage increase of any newspaper in the country. May we remind you that Detroit is America's 4th and today's best market.

The Detroit News

THE HOME NEWSPAPER

New York

I. A. KLEIN, INC., 50 E. 42nd St.

Chicago

J. E. LUTZ, 180 No. Michigan Ave.

utation by suggesting how it is to be sold or serviced.

20. To announce contests for window displays, etc.

21. To offer a method of retail stock control.

22. To induce retailers to concentrate on the manufacturer's line.

23. To advertise in-stock service, or consignment plan.

24. To combat substitution.

25. To glorify the wholesaler.

The Associated Business Papers, describing the work of their merchandising group, list twenty-four different objectives.

The Butterick Publishing Company, in an analysis of the work done by advertisers in *The Progressive Grocer*, lists some six major uses sub-divided into sixty variations of these uses.

What does a check of the advertising in a group of leading business papers indicate?

It shows, first, that during the month of December, 1934, the selling of programs for national advertising was the most popular angle and was used so frequently as to seem preponderant. Next in popularity was the profit angle.

Of course these two appeals are bound to be popular. They should

not be used, however, to the exclusion of the other twenty-three important appeals.

It is significant that in the business papers studied, it was possible during the single month to find really good examples dealing with only fifteen of the twenty-five major dealer objectives. This does not mean that the other ten objectives were not touched on, but either the examples were so badly done or else the use of the appeal was so subordinate that the advertisements could not properly qualify for classification.

This brings us to a second great need for business-paper advertising, a need that is not new but is, nevertheless, of great importance.

The dealer occupies a key position in any advertising campaign. Prejudiced he can make or break a product. Indifferent he can slow down sales by acting as a brake. Enthusiastic he can be of tremendous importance in pushing a campaign.

Far too high a percentage of business-paper advertising seems to overlook these important considerations.

Some of the advertising is obviously re-hashed consumer copy. Some of it is unskillfully written, unskillfully presented.

Far too high a percentage of it lacks conviction and confines itself to the loud statement of promises.

Profit copy is particularly weak from this angle. Dealers are told that they are going to get a great profit out of carrying certain products but they are not told convincingly how or why they are. Thus it is that one of the most poorly used appeals ranks second in popularity of use.

Nor does business-paper advertising seem to be characterized by variety of treatment. One wonders if the average retailer doesn't get a little bit tired of seeing advertisements topped by pictures of handsome young men in white aprons, smiling affably at customers or listening earnestly to the talk of a salesman. An interesting exercise is to go through the bound volumes of the average paper going to dealers and to check the number of

An excellent example of a copy angle that is most popular in business papers

"Sure," says the Druggist...

"I know," says the Grocer...

WHEN the salesman spreads out his portfolio on the counter and says, "We're using **THIS WEEK**," the dealers will know what he means.

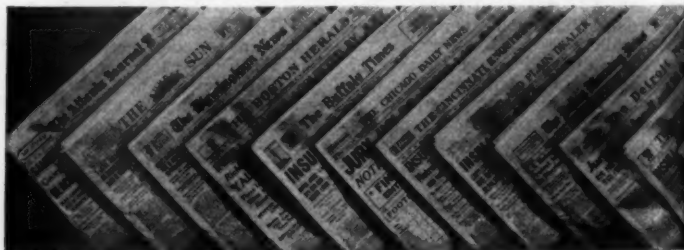
For the grocer, the druggist, and the filling station man are only human. They read the papers. They listen in. They look at 24-sheets and poster cards. They have all the normal reactions to advertising and publicity.

In a couple of weeks, now, millions of people will discover that "this week" is not just seven days, but "**THIS WEEK**" (all caps) the name of a new publication. When the full pages are breaking in the newspapers . . . when the whole machinery of the biggest promotion push ever given a new publication gets going . . . when everybody's talking about **THIS WEEK** . . . dealers will be talking, too—and listening.

Dealers—as people—will enjoy **THIS WEEK** like everybody else. They'll like its first-run fiction, its interesting articles, its illustrations in colorgravure. Then they'll see

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Indianapolis,

Memphis,



UNITED NEWSPAPERS **MAGAZINE CORPORATION** CHICAGO: 3
420 LEXINGTON AVE., N. Y. DETROIT: C

what colorgravure can do to pictures of the product (yours and theirs). They'll sense what a powerful sales force is created when a first class magazine is combined with a first class newspaper.

Closest to the consumer, dealers will feel first the merchandising momentum rolled up by **THIS WEEK's** promotion campaigns: newspapers—city and suburban, car cards, billboards, truck posters, radio, house-to-house sampling that runs into millions.

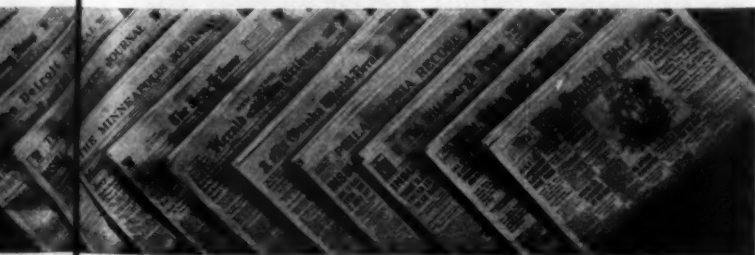
For advertisers, such sustained promotion means thousands upon thousands of new readers in addition to the more-than-four-million families already on our circulation lists, an *immediate* bonus of circulation running well into six figures, a bonus that will pyramid with widening reader interest.

Facts for Dealers: *THIS WEEK is the new colorgravure magazine distributed in 21 principal cities east of the Rockies through the same powerful newspapers dealers use themselves . . . Its exclusive colorgravure process permits life-like illustrations of what they sell . . . More than 4,000,000 circulation; strong where other magazines are weak . . . Advertising in THIS WEEK is concentrated where the sales are made . . . Dealers get stronger support.*

THIS WEEK

A Powerful Sales Force in America's "A" Market

Indianapolis, Memphis, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington



CHICAGO: 360 N. MICHIGAN AVENUE
DETROIT: GENERAL MOTORS BLDG.

SAN FRANCISCO: 111 SUTTER STREET
LOS ANGELES: LINCOLN BUILDING

tunities, units sold, prices, and all the other items that are likely to be so important to the mind of the dealer.

Finally, one great weakness of far too large a proportion of dealer advertising is a lack of study on the part of the advertiser of the medium he is using.

This results in the employment of the same type of copy in a half dozen different fields where the dealer problems may differ greatly.

One large successful user of dealer advertising studies all the publications reaching each field he wishes to approach and selects what he considers to be the strongest media for its purpose. Once these media are selected, the copy is then adapted to specialized fields. This requires a careful study of editorial appeals. Of course this eliminates the use of the same advertisement in a half dozen media in different fields, but it greatly increases the efficiency of the campaign.

As an interesting by-product the

company has found out that its business-paper advertising stimulates inventive genius. This is done by featuring unusual uses in fields and then recommending that people get in touch with the company's service department. Frequently inventors tell of new uses or else suggest possible developments of present uses.

Of course, this type of program is more expensive, but it has paid the company over and over in dividends.

It is obvious from a study of current business-paper advertising that the whole subject has not received the attention it has deserved. Technically there has been a marked advance in the last fifteen years in the appearance of advertising to dealers. Otherwise there has been, if anything, a retrograde movement. As advertisers have passed out of the experimental stage they have developed habits which have made them too satisfied with a limited number of appeals.

Prohibits "Free" in Funeral Advertising

The National Industrial Recovery Board has approved an amendment to the code for funeral directors which prohibits members of that industry from advertising "free" funeral merchandise or service. This action was taken as a result of complaints from those in the undertaking business.

• • •

Starr Returns to Erwin, Wasey

Graham Starr, until recently with The Blackman Company, New York, has returned to the staff of Erwin, Wasey & Company, New York, in an executive capacity. He was, at one time, with Young & Rubicam, Inc.

Philo H. Higley, formerly with Fox Films and Warner Brothers, has joined the public relations staff of Erwin, Wasey.

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Long Island "Star" Appoints Prudden, King & Prudden

The Long Island City, N. Y., *Daily Star*, has appointed Prudden, King & Prudden, Inc., as its national advertising representative.

• • •

Gunnison with Acorn

Stanley E. Gunnison, formerly president of Stanley E. Gunnison, Inc., has joined the Acorn Agency, Inc., New York, as advertising counsellor and account executive.

Horton Heath Joins "The New Yorker"

Horton H. Heath has resigned from the United Advertising Agency, New York, to join the editorial staff of *The New Yorker*. He was one of the founders of Michaels & Heath, which some years ago merged with the United agency, of which Mr. Heath has been secretary for the last five years.

• • •

Ebbesen with Hillcrest

A. C. Ebbesen has been appointed sales promotion manager of the Hillcrest Distilling Company, New York. Advertising is under the direction of M. Wolf, general manager, but some of the advertising functions will be handled by Mr. Ebbesen. He was formerly assistant general manager and manager in charge of advertising and sales promotion of the Orange-Crush Company, Chicago.

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Chesman to Donahue & Coe

W. L. Chesman, formerly with the Geyer-Cornell Company, where he was vice-president, has joined Donahue & Coe, Inc., New York agency, in a similar capacity. He was at one time vice-president of Erwin, Wasey & Company.

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Leslie M. Barton Resigns

Leslie M. Barton has resigned as secretary-treasurer of Major Market Newspapers, Inc., Chicago. His future plans have not yet been announced.

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Calendaritis

Why Jan. 1 Idea, Bad as Applied to Advertising, Makes Trigger Finger Itch

By T. Harry Thompson

YOU won't find it in any medical dictionary, although it sounds impressively pathogenic, if not downright lethal. Actually, it isn't as bad as that, although it has caused spots before the eyes and a sinking feeling in the sacro-ileac region of many a creative advertising man and woman.

Breathes there a man with soul so dead who never to himself has said: "Why do we need a new idea every year? What has January 1 got to do with it?"

The answer is Calendaritis. New year, ergo, new campaign. New campaign, new theme song. Not the old, basic, tried-and-true idea puttied and painted for another season, but an entire new structure, from cellar to aerial. It's a habit. It's a tradition.

And it's a habit and a tradition largely because the advertiser has gotten tired of seeing it. He has had hundreds of proofs laid on his desk during the course of the year and he assumes, wrongly I think, that the public is as tired of the idea as he is.

I don't object to new ideas, even though I have to think them up, but I object to them on a calendar basis. Maybe new models for the January shows is the way to sell motor cars, although Mr. Ford has done pretty well by improving his car as he went along—giving the customer the benefit of such improvement as soon as it was tested out and found to be sound.

Why wait for January 1 to improve advertising copy or advertising ideas? If a better idea is discovered in March, why not put it into production immediately?

And if, after years of seeking, an idea has been found which is truly fundamental, which expresses the soul of the product, which through the four seasons causes people to unbutton their purses, in good times

and bad, why monkey with the idea at all?

If keeping everlastingly at it brings success, if repetition makes reputation, why not stick to that basic theme song through fire and famine? Certainly, dust it off occasionally or add a new wing here or there, just as we do with the White House. And certainly, if a new set of business conditions arises, due to a depression or a change of administration, chuck it entirely, if that seems wise. But don't throw a money-making idea overboard merely because you are "tired of it" or because it is the first of a new year.

Ideas Take a Long Time to Filter

It takes a good idea a long time to filter through the entire nation. The intelligent minority will get it pretty fast, but that isn't your national market. Yes, the newest Broadway apothegm is heard simultaneously in Texarkana and Three Rivers and Tompkins Corners, via world-wave radio, but I still maintain that a basic advertising idea does not register with anything like the speed of Hertzian waves.

The Orthophonic Victrola was advertised persistently for some four years in high-powered space and, I believe, advertised well. At the end of that period, however, there were literate Americans who swore they had never heard the instrument. When they told me, I couldn't help but catalog them with men of the Australian bush who don't yet know there was a World War.

When an English telephone operator asks "Are you through?", she doesn't mean "Have you finished talking?" but "Did you get your party?" I am convinced that it takes, not a year but two or three

Formula for Resultful Business Advertising

- 1 Copy that makes business news.
- 2 Run alongside editorial that is exclusively business news.
- 3 Read by executives that can act on business news.

Business Week Advertisers Get Results
because Business Week covers
more executives per advertising
dollar than any other publication.

BUSINESS WEEK

The Executives' Business Paper.

330 WEST 42ND STREET, NEW YORK, N. Y.

or ten to "get through" to the entire reading population. On what sound basis, therefore, do we scrap a tested-and-proved idea merely because it's "next year?"

Tainted with the symptoms of Calendaritis is the phrase, "advertising campaign." Why a "campaign" instead of "the advertising?" We don't have a "rent campaign." Rent is something that goes on from month to month. We don't have an "eating campaign." We eat three times a day, if we're lucky. Gaps in the process are sure to be disastrous, just as they are apt to be in advertising.

So, when a hard-pressed, well-meaning account executive asks the traditional question, "What do you

recommend for next year?" my trigger-finger twitches and I wonder if I can get twelve copy writers on my jury should I go through with my murderous idea. When reason returns to my inflamed mind, I ask if we may not continue with the idea we used this year, touched off with a new "hat" or a new "pair of shoes." Then my pal drags out the age-old rebuttal that the salesmen need a new shot in the arm and can't be turned loose with the old stuff, even in a new dress.

I'm licked before I start. That's the insidious thing about Calendaritis. Even your best friends won't send you flowers when it gets you down.

Week-End Liquor Guide

UNDER the general head, "Week-End Liquor Guide," National Distillers have started a series of advertisements in twelve New York City dailies "published in the interests of the retail liquor dealers of Greater New York."

Features of the advertisements are that they group all of National Distillers subsidiaries' brands under the National Distillers head and feature suggested list prices. The copy is built just as a retail store would build an advertisement—separate blocks being devoted to various liquor items, with prices

prominently featured and brief descriptions accompanying each illustration. It is interesting to note also that the prices quoted are all odd figures—99 cents, \$1.14, \$2.69—unusual for a manufacturer but quite in the retail style.

Dealers, it is reported, have shown an unusual enthusiasm in this effort on their behalf, inasmuch as it helps inform the public as to what are fair prices for the merchandise shown and enables retail outlets to make greater week-end sales of National Distillers products.

Hirschmann to Join Saks-Fifth Avenue

I. A. Hirschmann has resigned as advertising director of Lord & Taylor, New York, and on March 15 will join Saks-Fifth Avenue, of that city, of which he has been elected vice-president. He began his retailing career in 1921 with L. Bamberger & Company. He was its publicity and sales director when he left to join Lord & Taylor in 1931.

Schuster with Paul Block

Hiram G. Schuster, recently advertising manager of *The Chicagoan*, has joined the Chicago office of Paul Block & Associates, publishers' representative. Mr. Schuster was at one time advertising director of the *Chicago Daily News*.

Sunkist Navel Oranges in Newspapers

The California Fruit Growers Exchange has started a newspaper campaign on Sunkist Navel Oranges. Sixty-one daily newspapers in forty-one cities in the United States and Canada are carrying a series of nine black-and-white, 125-line advertisements. Copy will also run in a national weekly magazine. This is the first orange newspaper advertising campaign to be instituted by the Exchange in several years.

Appoints Redfield-Coupe

The Pond Pharmacal Company, New York has appointed Redfield-Coupe, Inc., New York agency, to direct its advertising. A test campaign in newspapers has started.

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THE President frowns upon use of loss leaders. . . . Special committee appointed by National Association of Manufacturers to study social security legislation. . . . Nationally known brands seen gaining in textile industry, says F. L. Cheever, Jr., Pepperell Manufacturing Company, in N. Y. *Journal of Commerce*. . . . City populations will have reached maximum within next fifty years, according to staff of Study of Population Redistribution. . . .

Functional elements of market distribution subject of article in January "Harvard Business Review," author being F. W. Ryan, and in same issue Henry C. Link and Irving Lorge discuss the "Psychological Sales Barometer." . . . Ways and Means Committee of Georgia lower House votes unanimous approval of chain-store tax bill. . . . Oklahoma Governor proposes increase of State sales tax from 1 per cent to 3 per cent, rise of gasoline tax from 4 to 5 cents and emergency tax on cigarettes. . . . First liquor bill to be introduced into Idaho Legislature provides for State stores for dispensing liquor and wines, forbids public advertising of alcoholic liquor in any manner. . . . New York is thirteenth State to petition Congress for abolition of Federal excise tax on gasoline. . . . Advertisers and publishers pleased to hear death of proposed Montreal city tax on advertising. . . .

Warren introduces H. J. Res. 131 for Federal Trade Commission to dig into profits of food processing companies somewhat similar to H. J. Res. 79 introduced by Warren. . . . Dingell introduces bill to permit Federal Housing Administration to loan to corporations for plant repair, modernization and new equipment. . . . Copeland introduces S.1375 virtually forbidding manufacture and advertisement of contraceptives except by prescription. . . . Harrison introduces S.994 to aid States in collection of State sales tax on mail-order merchandise with companion bill H. R. 3971 introduced by Lea. . . . Capper introduces S.1164 to repeal Federal gasoline tax. . . . Hayden introduces S.1226 to prohibit sending unsolicited merchandise through mails. . . . Neely introduces S.1442 to create executive department of government to be known as "Department of Peace." . . .

New Jersey Governor may ask increase of proposed State sales tax to 3 per cent, according to N. Y. *Journal of Commerce*. . . . 2,297 airports and landing fields says United States Bureau of Air Commerce. . . . Vermont sales tax declared illegal, verdict probably to be appealed. . . . Provision forbidding "allowances of any kind to buyers for space in publications issued by them or their subsidiaries or affiliates" proposed by brake lining division of asbestos industry. . . . N. I. R. B. rescinds order granting additional exemptions from Graphic Arts Code to some concerns which use graphic arts processes in operations under codes and issues new order exempting from budget contribution private plants employing not more than nine mechanical workers. . . .

Photo-engraving industry proposes code amendment concerning labor. . . . Department of Commerce reports retail sales of new passenger

automobiles for 1934 were 33 per cent higher in dollar volume than for 1933 and 62 per cent above 1932, also retail financing of new passenger automobiles for 1934 up 48½ per cent in dollar volume over 1933 and 95 per cent higher than 1932. . . . Wholesale commodity prices advance nine-tenths of 1 per cent during second week of 1935 to highest level since January, 1931, says Bureau of Labor Statistics. . . . Federal Reserve Board notes substantial upward trend in industrial production, factory employment and payrolls in December, index rising from 74 per cent of 1923-25 average in November to 85 per cent in December instead of usual seasonal decline, with indications that improvement continued during first three weeks of January. . . .

Cost of living, due largely to sharp rise in food costs, up 11 per cent, says Research and Planning Division of NRA. . . . N. I. R. B. releases statistical survey of employment provisions of codes in preparation for public hearing January 30. . . . Most New England retail stores planning on about 15 per cent more business in 1935 than in 1934, according to P. A. O'Connell, president, E. T. Slattery Co., Boston, while C. E. Sweitzer of N. R. D. G. A. says retail dry goods merchants making plans for spring on basis of expected sales increase of 10 per cent, both writing in *N. Y. Journal of Commerce*. . . .

Standard Statistics Company forecasts 2 to 4 per cent increase in retail newspaper advertising and 8 per cent in national newspaper advertising for next six months over similar period of 1934. . . . Alexander Hamilton Institute General Business Index 53.7 with sharp rise in December due chiefly to increased activity in automobile and steel industry, their "Business Conditions Weekly" stating, in part, "As long as fundamentals lack the proper adjustment as they do at the present time it may be expected that business will experience periods of sharp expansion followed by periods of sharp curtailment." . . .

Review of Reviews index of general business down to 63.1 per cent of normal. . . . *Business Week* index 64.2 against 66.3 a year ago and 1930-34 average of 72.6. . . . La Salle University Business Bulletin foresees first quarter of 1935 as good as first quarter of 1934 and notes automobile construction during 1934 totaled 2,778,739 units as compared with 1,920,057 during 1933, an increase of 45 per cent. . . . Wholesale distribution of drugs and allied products up 20 per cent in 1934 over 1933, according to Standard Statistics Company. . . . Value of department-store sales for 1934, 13 per cent higher than 1933 and 10 per cent higher than 1932, says Alexander Hamilton Institute. . . . Air transport industry proposes addition of unfair advertising provision to code. . . . General condition of December Canadian business 19.6 per cent below normal according to McConnell & Fergusson monthly index compared with 27.9 per cent below normal for December, 1933.

G. M. S.

Has Foley Account

Foley & Company, Chicago, proprietary products, have placed their advertising account with the Frankel-Rose Company, agency of that city.

With Geyer-Cornell

Roy Hutchinson, who has been with The Geyer Company, Dayton, Ohio, is now with the Rochester, N. Y., office of the Geyer-Cornell Company, Inc.



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Jan. 31, 1935

PRINTERS' INK

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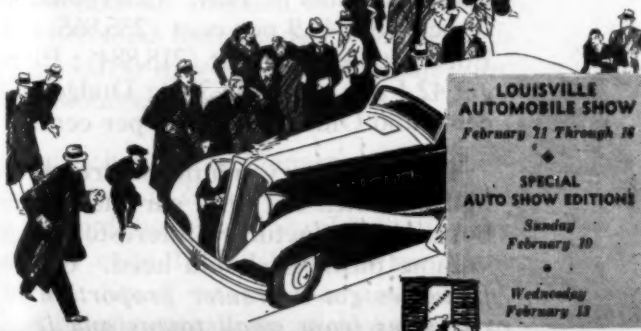
KENTUCKY FIELDS AND FACTORIES ARE SUPPLYING THE MONEY FOR 1935 MOTOR SALES IN LOUISVILLE

Kentucky has had a prosperous year . . . her tobacco crop is yielding prosperity prices . . . other farm products are selling at substantial profits . . . In Louisville industry is booming—distillers—tobacco manufacturers and hundreds of other diversified plants are operating full time . . . at a profit.

... The result is that the people in this market have money to spend . . . for your product! To reach them you need use only a single medium . . .

• When the morning dawns on the Bluegrass The **COURIER-JOURNAL** is favorite at the breakfast tables

• and the evening **TIMES** completes the coverage at sundown . . .



**LOUISVILLE
AUTOMOBILE SHOW**
February 21 Through 28
♦
**SPECIAL
AUTO SHOW EDITION!**
Sunday
February 10
♦
Wednesday
February 13

Represented Nationally By the Branham Company

The Courier-Journal THE LOUISVILLE TIMES

Give You Coverage Without Competition From Dawn to Dusk

Small Towns up the new A

R. L. POLK AND COMPANY has just released the interesting news that dealers in towns of less than 10,000 population sold 42½ per cent (725,192) of all new cars sold in the United States in the first 10 months of 1934. Chevrolet, for instance, sold 49.9 per cent (235,865); Henry Ford got 44.4 per cent (218,884); Plymouth got 42.4 per cent (117,395); Dodge, 35.9 per cent; and Oldsmobile, 30.8 per cent.

There is a very significant trend in the figures which not only car manufacturers but all manufacturers interested in getting volume business should heed. Car manufacturers got a greater proportion of their car sales from small towns and less from big cities in 1934 than in 1933. In 12 months ending 1933, dealers in towns under 10,000 made

THE HOUSEHOLD

TOPEKA, KANSAS

(Guaranteed 1,750,000)

New York

Chicago

Wheels are rolling WAR SALES

NY has increased the new car sales. In 10 months
the new car sales in 1934, 42½ per cent.

an 10, (25,192) New car sales have long been accepted as
an excellent barometer of buying power. It
does not take an Einstein to figure that if
small town folks have money with which to
buy new cars, they must have money for
other products, too.

And they have. The Department of Com-
merce reports a 21 per cent gain in retail
sales in small towns and rural areas for the
year 1934 over 1933. There is no doubt
about it. Small town folks are buying.
Judged by any measuring stick you care to
select, HOUSEHOLD is the primary
made magazine of the Small Town Market.

HOUSEHOLD MAGAZINE

(circulation 1,750,000)

ARTHUR CAPPER, *Publisher*

San Francisco

Detroit

P. I. Advertising Index

December Farm-Paper Linage Shows an Increase of 26.4 Per Cent Over Year Ago

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THIS monthly index (see chart on opposite page) runs back to January, 1922. It shows the percentage that the lineage in each month is of the average for the five years 1928 to 1932 inclusive.

The figure for December, 1934 was 56.1, an increase of 7.7 per cent from the preceding month, and an increase of 26.4 per cent over December, 1933. For the first eleven months of 1934, however, the increase was 33 per cent over 1933, as reported in PRINTERS' INK of January 10, 1935.

The farm-paper index shows greater fluctuations from month to month than do the magazine and newspaper indexes. It also shows a more pronounced drop during the depression years. Farm-paper advertising reached its peak in December, 1926, when the index was 146.6. The real depression drop began in 1930, and the index reached its lowest point in March, 1933, when it stood at 32. This was a drop of 78.2 per cent from the high point in 1926.

Beginning during the summer of 1933 there was a rapid increase in farm-paper advertising. In fact, the increase from March, 1933 (the low point) to May, 1934 (the high point last year) was 105.6 per cent.

How Agricultural Paper Index Is Constructed

The Data. The farm-paper index

is based on commercial lineage in the national farm publications and a representative group of State and sectional papers, as reported in PRINTERS' INK. Publication of these figures was not started by PRINTERS' INK until January, 1926. For the preceding years they were obtained from the individual publications.

Adjustments. The farm-paper series has been adjusted for five issues in a month (for the weeklies); for three issues in a month (for the bi-weeklies); for mergers; and for changes in the number of issues per month.

Adjustments for mergers and changes in number of issues per month were based on statistical analysis of lineage for 12-month periods preceding and following such changes, and on advice from representatives of the various publishers.

Seasonal Correction. The method used was the ratio-to-twelve-month moving average. Since the beginning of the depression the seasonal correction has been somewhat different from that which was used in preceding years.

Base Period. The monthly average for the five years 1928-1932 inclusive equals 100. The lineage for any one month is expressed as a percentage of the average lineage for the base period.

Swift Forms New Company

The Carl E. Swift Corporation, Holland, Mich., has been organized to manufacture electric washing machines and other appliances. Officers are Carl E. Swift, president; E. G. Landwehr, vice-president and treasurer; Henry I. Stimson, secretary, and Frank E. Stearns, works manager.

Atherton & Grummett Dissolved

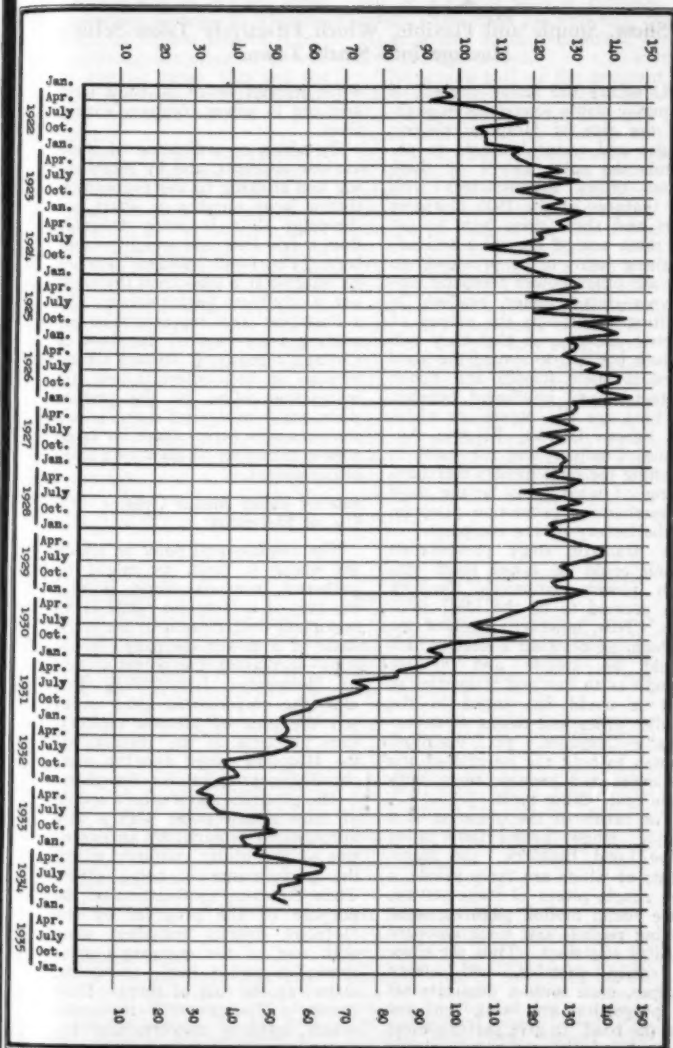
The partnership of Frank W. Atherton and Paul J. Grummett known as the Atherton & Grummett Company, Detroit, display and advertising business, has been dissolved and Mr. Atherton will continue the business at the present address. Mr. Grummett is organizing his own business.

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MONTHLY INDEX OF FARM PAPER ADVERTISING

100 = MONTHLY AVERAGE 1922-1932 INCLUSIVE

Corrected for Seasonal Variation



Hotpoint Drama

A Show, Simple and Flexible, Which Effectively Takes Selling Message into Small Towns

TO secure the active interest of public utility companies in pushing the sale of Hotpoint electric ranges and water heaters; to acquaint the sales forces of these public utility organizations with the features of the 1935 Hotpoint lines and show them how to get the most out of the sales and advertising helps to be provided; to educate other power company employees—from meter readers to auditing clerks—on the values of electric cookery, so that they will be in a position to spread the good word to their friends and public contacts in an intelligent manner.

These are the objectives which the Edison General Electric Appliance Company set for itself in planning the introductory merchandising of what is to be the most comprehensive promotion program in the history of the company.

A dramatic stage presentation which could be taken right into each power company's territory was deemed to be the ideal solution. This, however, involved the problem of devising a show which would be simple and flexible enough as to cast and properties so that it could be staged in the smaller cities and towns at a reasonable expense, yet elaborate enough to hold the interest of the audiences and provide them with some real selling meat.

The result of the planning is a unique stage production called "The Load Builders," the ingredients of which are three people, a few simple pieces of stage setting, some sound motion pictures, some talking records and some recorded musical selections. Thus the show is easily portable, and eleven troupes, each with a duplicate set of properties, are being sent out "on the road" to give performances in each of the company's eleven sales territories. Some three hundred performances will be given during the next few months, as the result of bookings secured

when descriptions of the show were sent out to power company executives.

By adroit co-ordination of these various elements, and by establishing and sticking to the proposition that a large number of short, to-the-point skits is more desirable than a few long and weighty numbers, "The Load Builders" carries its interest at a high level throughout a six-hour performance. To a PRINTERS' INK representative attending a pre-view of the show at Chicago recently, it seemed second to none, in both entertainment and instruction value, of the pretentious, many-propriety shows which some manufacturers stage for large zone conventions of their own sales organizations.

Sale of Range Means Greater Use of Electricity

The fundamental point on which the show is built, as might be gathered from its name, is that the sale of a Hotpoint range is an important contribution to the most basic of a power company's problems—increasing the potential sale of electricity. Establishing this idea, the performance goes on to sell the idea of electric cookery, then proceeds to the features of the Hotpoint range and the merchandising program for the year.

The program starts after a couple of musical selections, with a few introductory remarks by an executive of the utility company where the performance is being given. Then comes an explanation of the purpose of the program by the Hotpoint district manager, who, with one of the company's sales specialists and a home economist, makes up the cast of three. Then comes a "news reel" in sound which features conversations between top executives of several leading utility companies in various parts of the country. They discuss the problem of load building for 1935 and the potentially impor-

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tant place of electric ranges and water heaters in such a program. This is followed by another sound film in which George A. Hughes, president of Edison General Electric Appliance, describes the growth of the electric range idea and the present opportunity for greatly increasing the sales volume of this appliance.

The next number introduces a unique feature of the program—the "Voice of Calrod," which from this point on acts as master of ceremonies. The "Voice" is a talking record, whose words emanate from a representation of the Calrod heating unit which is featured in the Hotpoint range. This is followed by another sound film in which the general sales manager, Pierre L. Miles, outlines a practical sales story for overcoming the price objection to the electric range, an idea which is further developed in a stage dialog between characters representing a utility sales manager and a discouraged salesman. This in turn paves the way for a dramatic demonstration

by the home economist of the "everyday cooking miracles" which can be wrought with a Hotpoint range. This ends the first half of the program, which is followed by the luncheon period.

The second half of the program takes up the product. Sound films show how the Calrod unit is produced and why it is efficient and there is a stage demonstration of its durability. Then comes presentation of the selling equipment which is to be offered, and a stage pantomime illustrating the forms of advertising which Edison General Electric Appliance will run during the year. This is followed by a little domestic sketch illustrating, with many humorous touches, the need of electric hot water equipment in the home. Then the district manager describes the features of the new Hotpoint water heaters. There is next a slide film on selling heavy duty equipment to retail merchants, a summary by the district manager and closing remarks by the utility executive.



Washington Office for Campbell-Ewald

Robert C. Diserens, vice-president of the Campbell-Ewald Company, Detroit, has been appointed manager of a new office which has been opened by that agency in Washington, D. C. It is located in the Transportation Building.

Senators, publishers, business executives and government officials attended a reception tendered to Henry T. Ewald, president of the agency, on the opening of the branch office. Among those present were Senators James Couzens, David I. Walsh and Arthur Capper; Ward M. Canaday and E. LeRoy Pelletier of the FHA, Eugene Meyer, publisher of the *Washington Post*, S. Clay Williams and Rex G. Tugwell, Under Secretary of Agriculture.

Pending the arrival of Mr. Diserens, who will bring a staff to the new office, George M. Cook will be in charge.

♦ ♦ ♦

C. R. Jackson Dead

Corval R. Jackson, advertising manager of Abbott Laboratories, North Chicago, Ill., died at Waukegan, Ill., last week, aged thirty-seven. He had been identified with the pharmaceutical advertising field since 1917, at which time he joined the Swann-Myers Company, Indianapolis, as advertising manager. With this company's merger with the Abbott Laboratories in 1930, he was appointed advertising manager.

Syndicate Will Distribute "Mirror" Magazine Section

A. J. Kobler is president of a new syndicate, Sunday Magazines, Inc., which will distribute the Sunday magazine section of the New York *Mirror*. Offices of the syndicate are at 572 Madison Avenue, New York.

The *Sunday Mirror* will be the nucleus of the circulation behind this magazine section but none of the other papers distributing it, Mr. Kobler said, will be Hearst owned.

Mr. Kobler was head of *The American Weekly* for twelve years. After his resignation six years ago he became publisher of the *Mirror* and is relinquishing some of his duties in this capacity so as to concentrate on the new business.

♦ ♦ ♦

Art Directors Plan Talks

"Art in Relation to Making Sales" is the name of the 1935 series of talks and discussions to be presented by the Art Directors Club of New York on five consecutive Monday evenings beginning February 4. The talks will be given at The Architectural League Lecture Hall, 115 East 40th Street. Special topics for the meetings will be: February 4, "Advertising Photography"; February 11, "Advertising Illustration"; February 18, "Art Directing"; February 25, "Advertising Media"; March 4, "Industrial Design."



Young "THE OLD"



cooks by wire

WHEN the ~~OLD~~ ^{Young} LADY of Oregon—otherwise that staunch pioneer The Oregonian—recently stood the entire Pacific Northwest on its ear by going modern over night—modish new dress, new bob, pert little hat 'n everything—she went the whole way.

Out of the big family kitchen, where meals are dished up for her enormous family, came the old coal stove and in went a shining, enameled electric range, with automatic controls and all.

Thus came about the ~~OLD~~ ^{Young} LADY's increased interest in cookery, household affairs and everything pertaining to the home and women's own particular world. Despite the fact that her women's pages

were already the envy of every newspaper on the Pacific Coast, the ~~OLD~~ ^{Young} LADY immediately set about to enlarge and improve them.

New and rejuvenated old features are spread out in a generous, sparkling array of stories, articles and pictures to delight the hearts of women of every age. New

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"YOUTHFUL LADY OF OREGON"



and articles on food, cookery, recipes, fashions, child care, sewing, patterns, needle craft designs, beauty hints, society news and women's club affairs, are presented in unending variety—all written by specialists—authoritative—informative—interesting. Recipes are tested in the ~~YOUTHFUL~~ LADY's own model kitchen—finest on the Coast.

And, of course, the women's pages are treated in the same new, modern manner as the rest of the paper, since the ~~YOUTHFUL~~ LADY acquired her youthful ideas. The new type dress—big, clear 7½ point instead of 6¾ point type—shorter, snappier headlines—more pictures, banner headlines—carry out the appearance and spirit of Youth which now completely dominates the ~~YOUTHFUL~~ LADY of Oregon.

Is it any wonder that the women like her? Is it any wonder they call the ~~YOUTHFUL~~ LADY their very own and cling to her as have their mothers, grandmothers and great grandmothers for all of these

84 years? Following the enlargement and improvement of the women's pages, contacts with the home economics department have increased from an average of 15,000 a month to a rate of more than 25,000 a month. Requests for advice, information, practical help on this and that pour in upon the ~~YOUTHFUL~~ LADY in a steady, flood-tide stream. Her busy daughters need her, depend upon her.

Observing advertisers have long profited from the ~~YOUTHFUL~~ LADY's exceptional reader interest for women. Right now they are taking advantage of this new and increased reader interest resulting from the ~~YOUTHFUL~~ LADY's swing to the modern, which has everyone talking—and reading. More than ever they are cashing in on their advertising. They are growing increased sales while the ~~YOUTHFUL~~ LADY of Oregon grows younger and younger. We suggest you make sure The Oregonian is on your media list.

The

OREGONIAN

PORTLAND, OREGON

National Representatives: Verree & Conklin, Inc., New York, Chicago, Detroit, San Francisco • National Color Representatives: Associated Newspaper Color Inc., San Francisco, New York, Chicago, Detroit, Los Angeles

Sales Morale by Bulletin

These Men in the Field Receive Inexpensive, but Human, Messages Three Times a Week

By Eldridge Peterson

DAN CRAVEN is the Texas salesman for the J. A. Sexauer Mfg. Co., Inc., plumbing specialties. Between him and the headquarters of the company at New York lie miles of Texas desert and Alleghanies, but three times a week he is forcefully reminded—in spite of distance—that he is an intimate part of his company's selling organization. For out of company headquarters in New York each Monday, Wednesday and Friday, there goes a bulletin—filled with facts and selling wisdom—to let him know that the home office is trying its best to help him land that Texas order.

"Texas Dan," as his company's bulletin calls him, and about forty other salesmen scattered throughout the country, may not see headquarters for long stretches of time—they may not even receive any letters from the big boss at New York—they may never attend a sales convention—but, by means of the bulletins they receive, they have what the Sexauer company believes is an equally effective substitute.

Three times a week may seem like a rather frequent interval to send out such a bulletin but the problem of building an *esprit de corps* among salesmen, along with the feeling that they are a real part of an organization even though they are out in the field, is one that every sales manager has to solve. This company is firm in its belief that this frequent contact with its men, even though it be by mimeographed bulletins, is meeting the problem in fine fashion and therefore is very much worth the effort and the time that it demands.

The Sexauer company has about 1,177 items in its line, with "Mule Kick" Closet Bowl Cleaner, Waste Pipe Cleaner and Porcelain Polish as leading items. In this field of

plumbing specialties, it handles quality products. Its sales philosophy is predicated on the idea that it can best increase its own sales by drilling plumbers to the realization that they must adopt modern merchandising methods in going out aggressively after business and must get away from the old idea of hanging around the shop until a call for their services comes in.

Type of Material Used in the Bulletins

Information on the wide variety of the company's line and on effective ways for salesmen to cooperate with plumbers in making them better merchandisers, therefore, provides one answer to the question of what to put into these bulletins. Into these messages to the salesmen also go, in a general way, everything that the salesman would talk about if he were to visit the home office personally.

Among these topics are the following: New items, specific orders that some other salesman has landed with comments by the salesman on how he got the particular order; inspirational material on general business and on the progress of the company; details about the company's new national magazine advertising, its promotional helps and other advertising material; letters from salesmen on how they have met some specific problem; special ideas provided by the company's advertising agency; special combinations and any flash news that should get to the salesmen in a hurry.

Wherever possible, salesmen's letters to headquarters are answered in these bulletins rather than by letter in order that other salesmen may have the benefit of the reply. Salesmen, of course, do not fit in with this scheme of

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things, but, on the whole, any inquiry from the field that would be of general interest to other salesmen is answered in this way. The salesmen have come to look for the answers in the bulletin.

One other question that also comes up, of course, when it is stated that these bulletins go out three times a week, is the question of expense. The Sexauer bulletins are not, nor do they attempt to be, fancy affairs. They are gotten out inexpensively, but lay particular emphasis on their contents and the liveliness of the presentation of anything that goes into them. They are intimate, newsy, humorous, and spontaneous.

The bulletins are mimeographed on yellow stock. The first page of each bulletin carries a printed masthead in red. They vary anywhere from five to twelve sheets in each issue. Most of the issues carry one or more line illustrations, the work of Walter Kent, advertising manager of the company, who adds one or two humorous cartoon illustrations, drawn directly on the stencil sheet with a stylus, to each issue of the bulletin. Hand-drawn lettering, in large size, is often used for section heads while hand-drawn decorations, together with the illustrations, relieve the monotony of the copy and give these bulletins a sprightly appearance.

Use of Crayon Gives a Touch of Color

Inasmuch as only forty of the bulletins are made up, a touch of color is often added to the bulletins by use of a red crayon to fill in some of the block letters after the sheets have come off the mimeograph. It is surprising what this bit of color applied here and there can do to add to the liveliness of these messages.

But these bulletins attain their sprightliness not alone through their physical presentation but even more by the way the "copy" that goes into them is handled. For example the trade-mark used by the company on its "Mule Kick" products is an illustration of a mule. To this trade character the company has affectionately given the name "Jerry" and this intimate

name is often used when referring to the product such as in the headline of one page which reads, "Jerry can and should be sold on every order!"

Salesmen themselves are often referred to in real intimate fashion, such as "Texas Dan," "Recruit Jerry Doyle," "Big Ben," and so on. In fact, since 1921 when these bulletins were first issued, an individual idiom has been built up—a language that is clear to the Sexauer salesmen—but which might be confusing to an outsider who wasn't "in" on the Sexauer way of referring to things. These are just some of the little touches that give these bulletins an individuality and make the salesmen in the field feel right at "home" when they receive them.

Here's a letter from Texas Dan, as reprinted from one of the bulletins. It gives a good idea of the "lingo" these salesmen have developed among themselves:

Hear ye—and take warning, ye Best d. Toughest—and which includes that pot-bellied Detroit millionaire, Big Ben!

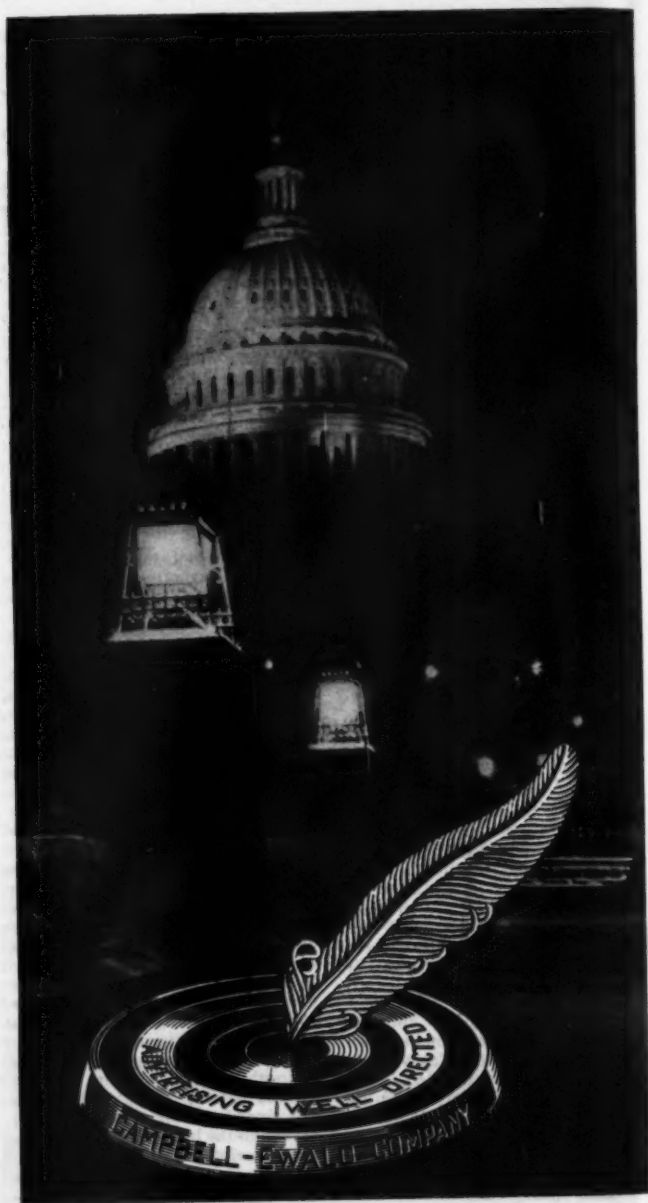
Your increasing weekly sales on Jerry as I've read about in the Bulletin is as pleasing to me as it is to your Chief. But if you expect to go anywhere in this race, don't hesitate or take time to look back! It's not always the hoss that's first to get away from the post who wins the race—but it's the long-haired strongheart with the guts to stick till he outruns his competitors who gets to the finish first.

When the *real* Jerry sales reports begin to come in from the wide-open spaces out here where men are men and the women are not what they used to be—then will you see some whopper totals.

If you guys expect to compete with me in sales—can for can, jar for jar—you are gonna hafta be a fighting piece of furniture!!

If there be among you B.D.T.'s any with a weak heart, one gut, and a timid nature, he had better take this remedy for it. We drank all we had in the bottle, but did not lose the prescription.

Learn to tell your story: "Now 'Sexauer' Goes to Bat for the



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Now Washington . .

CAMPBELL-EWALD ADDS AN IMPORTANT LINK TO CONTINENT- WIDE SERVICE FACILITIES

THE opening of completely equipped offices in the City of Washington, D. C., marks a natural forward step in Advertising Agency Service.

Washington is no longer merely the seat of National Government. It is a pulsing, motivating center of influence, vastly important to the industry, finance and commerce of the country. More nearly than ever before, it is the actual capital of the United States.

Campbell-Ewald leads the way in placing at this strategic point fully equipped offices—thus rounding out its continent-wide facilities, and supplying to Campbell-Ewald clients one more important link to the plus-service that always has characterized "Advertising Well Directed."

The new offices are located in the Transportation Building, and are in charge of Robert Diserens, Vice-President.



CAMPBELL-EWALD COMPANY

HENRY T. EWALD, President

GENERAL MOTORS BUILDING • DETROIT, MICHIGAN

**NEW YORK • WASHINGTON • CHICAGO • LOS ANGELES
SAN FRANCISCO • PORTLAND • TORONTO • MONTREAL**

Plumber. Present it to your plumber in a forceful, intelligent manner—and dare him to say no when you ask him to sign the order!

Signed: DAN CRAVEN.

Copy in the bulletins, prepared at headquarters, follows the general tone of this typical letter. Most of it is prepared by J. A. Sexauer, president of the company, himself, who often will enliven a bulletin with some such offer as the following:

Listen, Hecox—Bush—France—and the rest of you mentally-alerts that are running shy on your Blue Spot Quotas. Go hunting a grooved flush valve, a la Grace, and put it to work in "each" interview this week and next and I'll buy you a Fall Stetson.

An interesting variation of the

bulletin was made at the end of 1934 when a large edition was run off as an "annual." Fourteen selling fundamentals were assigned as topics for brief essays to those salesmen best qualified, as judged from their work, to write on them and these essays were reprinted in the annual. With additional inspirational and factual material, this issue of the bulletin was mailed out at the beginning of the year and served both as a "sales manual" and a spur to start sales off in good fashion in 1935. The title of this special bulletin was "Creating your own upturn for 1935."

Perhaps the best criterion of the success of these bulletins is the fact that the salesmen themselves want them and are quick to write in when issues are in any way delayed or when they fail to get their issue promptly in the mail.

Goodwillie Succeeds Nolden

Byron H. Goodwillie has been appointed Western manager for the national advertising department of the Scripps-Howard Newspapers at Chicago, according to John M. Peterson, director of the national advertising department. Mr. Goodwillie succeeds E. B. Nolden, resigned. Before joining Scripps-Howard, Mr. Goodwillie was with the national advertising department of the Detroit News for several years.

Matt Meyer, of the New York staff of Scripps-Howard, has been transferred to the Chicago staff. He was formerly with Atherton & Currier, New York agency, and with the advertising department of General Electric.

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A. F. A. Picks Chicago

The board of directors of the Advertising Federation of America has selected Chicago for its next convention which will be held in June.

G. R. Schaeffer, publicity manager, Marshall Field & Company, has been appointed chairman of the convention program committee.

The Federation board also approved plans for the extension of its national program of education in the interest of a better understanding of the economic functions of advertising on the part of the public.

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M. A. Park with Marvellum

M. A. Park, until recently with the Holyoke Card & Paper Company, Springfield, Mass., in an executive capacity, is now associated with The Marvellum Company, Holyoke, as manager of its cover and specialties department.

"Another Bull's-Eye!"

DAN A. CARROLL
NEW YORK

Editor of PRINTERS' INK:

Another bull's-eye for PRINTERS' INK. I am very much interested in the series of articles for which you have engaged the services and writing ability of L. D. H. Weld, director of research, McCann-Erickson, Inc.

The first article, "P. I. Advertising Index," is extremely interesting, as it contains information that every media man ought to read as well as advertising managers and agency executives.

I am going to watch for the next articles and sincerely hope they will be as interesting as the introductory article in the current issue implies.

DAN A. CARROLL.

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Ripley Returns to GOA

After four years as director and vice-president of Outdoor Advertising, Incorporated, in charge of the Atlanta office, George Ripley has again taken over the management of the Atlanta office of the General Outdoor Advertising Company. He has been in the outdoor advertising business in the South for twenty years. He organized the Ripley Poster Advertising Company which was later merged with the General Outdoor Advertising Company.

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Cabell, President, Armour

Robert H. Cabell, recently appointed general manager of Armour & Company, Chicago, was elected president at the company's annual meeting last week. Robert E. Pearsall, head of the produce department, was elected a vice-president.

Keep it Professional

An Advertisement Isn't a Tête-a-tête; It's a Performance—and Its Stage Is No Place for Amateurs

By Arthur H. Little

PERHAPS the time is ripe to uncork a few remarks in answer to the square-thumbed boys who say of advertising that it ought to talk as salesmen talk.

Although each of these solid citizens prefers to phrase the notion in his own, blunt way—and how proud they are of their bluntness and how they cultivate and display it!—their idea seems to be that, as long as advertising is salesmanship in print, its metabolic rate must be held to the level of the discourse with which a salesman addresses a prospect somewhat dumb.

Let advertising rise above the commonplace by so much as one little hop-skip-and-jump of fantasy, let it quicken its gait by so much as one lilting phrase, or for a fleeting instant let it muse over the lacy pattern of some fragment of imagery, and straightway advertising becomes something akin to damnsense.

It's highfalutin. It's precious. It's literary. It's professional.

See for yourself. Look at the words—long words, many of them beyond the range of common-speech vocabulary. Where are the little words, the short and earthy words of the good old soil? Where are the vital words, the blood-and-life-and-death words of the good old Anglo-Saxon?

Among these practical persons the belief persists that Americans converse exclusively in grunts and that, written into a piece of copy, a word as long, say, as *disillusion*, befuddles and outrages practically all the readers and probably violates the Constitution.

There, in outline, is the case for the plaintiffs.

Let's consider.

Brass-tack philosophy to the contrary notwithstanding, an advertisement is not a conversation. Constitutionally, it's a monolog—a

monolog to which the addressee, however deeply he may be moved, however ardently he may agree or however fervidly he may disagree, cannot talk back.

An advertisement is an occasion. It's a convocation, called, staged, and financed by the advertiser and attended by an audience of readers, each of whom, it may be assumed—and *ought* to be assumed—settles back in his seat, puts on his best dead-pan expression, and mutters:

"All right, commence. Go ahead and impress me. Go ahead and convince me. Go ahead and persuade me. And see how far you'll get!"

Advertising Entails a Challenge and an Obligation

An advertisement is the acceptance of a challenge. It is, besides, the acceptance of an obligation. As Quiller-Couch laid down the law: "The business of writing demands *two*—the author and the reader. Add to this what is equally obvious, that the obligation of courtesy rests first with the author, who invites the seance and commonly charges for it. What follows but that in speaking or in writing we have an obligation to put ourselves in the hearer's or reader's place? It is *his* comfort, *his* convenience, that we have to consult."

In the speech of the stage there is an expressive phrase—*good-theater*. Whether it apply to the work of the playwright, or of the director, or of the actor, good-theater means good craftsmanship. Good-theater demands sympathetic understanding. It demands enlightened foretaste of potential effects. Its background is experience. Its instrument is artistry. And professional, strictly professional, is its technique.

Not too tenuously stretched is the analogy between a theatrical pro-

duction and a pageful of text and illustration. Here, too, is a seance. Here is a performance to which the reader paid admission when he laid down his coin at a newsstand. And when thus he bought his ticket, it was with the tacit understanding with the management that he was *not* to be exposed to the fumbblings of amateurs.

Yet many an agency client who scarcely would entrust to a garage mechanic the maintenance of his bridgework seems somehow to feel that to entrust his copy to someone skilled in copy writing is to endanger effectiveness.

I wonder if such a man would complain that his watch or his motor car was too well made.

Purpose Will Dictate Type of Diction

On the point of diction, I submit that a writer who knows his trade is adequately acquainted with the long words and with the little ones, too. I submit that, if he is well-grounded in his craft—and few men who are not can long hold out—he knows how to adopt manner to matter. Depending upon purpose, he can swing a sledge or wield a rapier.

And never does he forget his objective. Mindful always of his reader's comfort and convenience, mindful that the reader is fickle and likely at any instant to turn the page, the able copysmith remembers, also, that he must attract, impress, convince, and persuade.

Never does he forget that, however humble, however prosaic be his subject, he must write into his phrases and sentences that quality called eloquence.

And there's a word that would strike almost any one of the square-thumbed boys with apoplexy. Eloquence!

It sounds like elocution. Indeed, the dictionary calls it "lofty, impassioned utterance." But the dictionary also stipulates that that which is eloquent is "convincing," and "moving," and "persuasive."

And the bald fact is that an advertisement without eloquence is an advertisement that—to borrow

another theatrical phrase—will lay an egg.

Fortunately, and despite the self-anointed Hard-Boiled Hermans across whose desks at least some part of current copy must flow, something more than a tincture of eloquence contrives to trickle through to the printed page. And perhaps the square-thumbed boys really are in the minority.

It was none of these, for example who, in the seat of authority at McKesson & Robbins, approved and called good this opening paragraph of text:

"Medical science has reduced the four scourges of humanity to three. In the grim cavalcade of death, pestilence rides no more."

It was no blunt and brass-tack mentality at United Artists that let pass this headline: "Six Words from a Woman Changed a Nation's Destiny."

It was someone with a feeling for good-theater in print who, at Exide, approved this: "The battery that fire alarms depend upon can be trusted to start your car."

At Greyhound it was someone with good sense—and with a sense of rhythm—who okehed this: "This year find out for yourself why millions have turned to Greyhound for first class travel at far less cost."

It was someone who recognized eloquence in a new and interesting form of the superlative who, at Penn Maryland, nodded yes to this: "Do you want to see the best advertisement ever written for a whiskey? Watch a man's face the first six seconds after he takes a drink of Penn Maryland."

Truly, this is eloquence. Though it move upon a plane less rarified than the levels whereon roll the periods of oratory, though it strive for a reaction slightly less sweeping than to cause an army to rise and march against Philip, here is language artfully wrought to touch human emotions and induce human action.

And how accurately—although perhaps unconsciously—does this eloquence conform to principles laid down, some of them long ago, by men whose very eloquence

BY FAR THE LARGEST CIRCULATION OF ANY PITTSBURGH DAILY NEWSPAPER

Pittsburgh Post-Gazette

**LED ALL STANDARD SIZE
METROPOLITAN MORNING
NEWSPAPERS (NOT SOLD IN
COMBINATION)
IN THE UNITED STATES**

IN
1934

First

IN DEPARTMENT STORE ADVERTISING

Here is a truly impressive record that conclusively demonstrates the importance of this great morning newspaper—a record that marks it indelibly as one of the really great newspapers in the United States.

Department Store Advertising

Media Records—Year 1934

(Weekday Standard Size, Metropolitan Morning Newspapers not Sold in Combination)

1. PITTSBURGH POST-GAZETTE 2,508,920 Lines

2 Chicago Tribune	2,457,620 lines
3 Boston Globe	2,408,388 lines
4 Philadelphia Record	2,365,847 lines
5 New Orleans Times-Picayune	2,330,367 lines
6 New York Times	2,302,401 lines

MORE READERS
MORE BUYERS
MORE SALES



Pittsburgh Post-Gazette

ONE OF THE TRULY GREAT NEWSPAPERS OF THE UNITED STATES

REPRESENTED NATIONALLY by PAUL BLOCK and ASSOCIATES

NEW YORK BOSTON CHICAGO PHILADELPHIA ST. LOUIS ST. PAUL WASHINGTON

has kept their precepts quotable!

It is a capital difficulty of composition to fit method to subject. Just as the major problem of poetry is to express prosaic thoughts in poetic language, and just as the major problem of prose is to avoid slipping into the concepts and even into the form of verse, so the capital difficulty of eloquence is one of judgment, of selection.

Said Cicero: "He is an eloquent man who can treat humble subjects with delicacy, lofty things impressively, and moderate things temperately."

To which might be added today: And he is a skilled creator of copy who can write as persuasively about a chewing gum as about an ocean liner—but of each appropriately.

Nor need he write trickily. Concerned only with expediency, La Bruyère set it down as his considered opinion that "the greatest things gain by being said simply—they are spoiled by emphasis; but one must say little things nobly, because they are propped up by expression, tone, and manner." But, the radio to the contrary notwithstanding, little things never can be ennobled by propping-up; and no amount of mouthing will ever add one cubit to the stature of a midget thought.

As every skilled wordsmith knows, his most dangerous enemy is the public's sense of humor. If he makes himself ridiculous, his cause is lost; and his fancied eloquence isn't eloquence at all. It was a sagacious publicist named David Lloyd George who, at the Peace Conference in Paris, in 1919, told the conferees: "The finest elo-

quence is that which gets things done."

And then, of course, there is the kind of eloquence that denies its own existence—the kind that conceals itself with the very expression that achieves its end. Thus Shakespeare causes Caesar to say:

I am no orator, as Brutus is;

But, as you know me all, a plain, blunt man. . . .

For I have neither wit, nor words, nor worth,

Action, nor utterance, nor the power of speech

To stir men's blood. I only speak right on.

A plain, blunt man. And he only speaks right on. In fact, as does many a plain, blunt man of today, when he expounds upon his plainness and his bluntness he speaks right on—and on—and on.

He it is who growls at big words, who snorts at "flowery stuff," who swears at copy that he calls professional. He it is who orders: "Cut it down! Kill the embellishment! Chop out the figures of speech. Omit the flowers!" And perhaps he remembers to add: "The story of Creation was told in fewer than a hundred words."

Yet somehow our copy men, professional to the hilt, manage to be eloquent. Somehow they achieve that kind of persuasion that "persuades by sweetness, not by authority," yet eschew the cloying. Somehow they enact the counsel of that greatest of letter writers who admonished the Colossians:

"Let your speech be always with grace, seasoned with salt."

Somehow I feel that so long as it is left in their competent, professional hands, the nation's advertising copy is safe.

Savage Appoints Averill

Harry Averill has been appointed to the position of vice-president in charge of sales of The J. B. Savage Company, Cleveland, business printing, direct mail, etc.

Hat Corporation Names Reilly

John J. Reilly has been appointed advertising manager of the Hat Corporation of America, New York. He has been with the corporation for six years.

New A. N. A. Members

The Agfa Ansco Corporation, Binghamton, N. Y., has been elected to membership in the Association of National Advertisers. Harold J. Potter will represent the company in the association.

Gets Gelatine Account

The Cox Gelatine Company, New York, has appointed W. I. Tracy, Inc., of that city, to direct its advertising account.

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Why Food Industry Fights A-B-C Labeling

Women, organized and otherwise, are supposed to be doing the band-playing in behalf of the professional A-B-C labels which self-appointed friends of the consumer would have on all food products and canned goods. Mr. Willis, therefore, probably welcomed the opportunity to tell the Advertising Women of New York, Inc., why food manufacturers opposed this plan—and why they favored descriptive labeling. His straightforward pronouncement—readable and informative—follows in part.

By Paul S. Willis

President, Associated Grocery Manufacturers of America, Inc.

THERE are efforts being made today by various interests and groups to create the impression among the consumers that the food manufacturers are big bad wolves. Let us not question the motives of these interests. Let us question, rather, their eyesight.

True, there have been chisellers. There always have been chisellers and probably always will be; but what we object to is a housewife who buys the chiseler's merchandise and blames the whole industry when she finds she has been cheated.

Recently a women's club wrote to us criticizing us for voicing opposition to the idea of the A-B-C labeling of canned foods. Don't we want the buying public, they asked, to know the quality of the foods in the cans?

The answer to that question is an emphatic YES. We do want the public to know what is in the can—in every can—on the grocer's shelves. That has been the position of the food manufacturing industries, and it will always remain the position of these industries.

Labeling needs to be improved; the food industry fully recognizes that fact; all branches of the industry are agreed upon it. The real question at issue is how best to make that improvement—best from the standpoint of the consumer, best from the standpoint of the

food law enforcement officers, and best from the standpoint of the industry. The question is not one of purpose but of method.

There is no more ground for this women's club to assume, because the food manufacturers and canners oppose A-B-C labeling, that they are opposed to giving the consumer information about the contents of the can, than to assume that because the A-B-C advocates oppose descriptive labeling, they are also opposed to giving information to the consumer. Unfortunately, some A-B-C labeling advocates have questioned the good faith of the canners because canners refuse to accept the A-B-C plan as the only proper solution of the question. That seems to be the reason for the letter we have received. The solution of a difficult problem is not to be reached by arguments or assertions based on a misrepresentation of purpose. The question must be settled on the basis of facts.

Eliminating the confusion which discussions have thrown around the subject, the labeling question sums up to this:

Under the A-B-C grade labeling, the proposal is that each of the factors which determine the quality and palatability of canned products should arbitrarily be given a number of points—the perfect product scoring 100. Each factory

run is to be scored with regard to its attainment of perfection in respect to each of these factors and that in accordance with its total score of ninety, seventy-five or sixty points, the finished products would be rated A B C, or if preferred, "Fancy," "Choice" or "Standard," and that the respective rating be placed on the label.

Under the descriptive labeling plan, the proposal is that each label shall contain a description of each of the quality factors that can be definitely or objectively measured or tested, and in such terms as are familiar to and used by the consumers, and that the terms be so defined that the canner will be able to use them properly and the food authorities be able to enforce their proper use.

Differences Between the Two Plans

The essential difference between the two plans is that the A-B-C proposal would require canners to use on the label a single designation such as A, B or C, or Fancy, Choice or Standard to represent a *summing up* of the quality factors. Under the descriptive plan the label would contain common terms familiar to the consumer, describing *each* of the factors separately. The A-B-C plan would, for the guidance of the consumer, divide products on the basis of quality into a limited number of groups—three or four; the descriptive plan would furnish the information to the consumer as to *each* factor so that she in her selection of canned foods can place her emphasis on the quality factor or factors of the greatest importance to her or for the particular use she has in mind.

That, briefly, summarizes the two plans.

Why do canners oppose the A-B-C plan?

First, because of the fact that consumers are not agreed upon the relative importance of the factors that determine quality, the A-B-C SYSTEM IS BOUND to be arbitrary.

Second, while certain quality factors like tenderness and sweetness can be tested or measured, however, others, like flavor, cannot.

These factors that can't be measured must either be left out of consideration or dependence placed on a grader's tests. With hundreds of different graders there would be a hundred different ideas as to quality—a lack of uniformity that would defeat the purpose of the plan.

Third, the quality of the same fruit or vegetable differs with the soil and climatic conditions in various regions where they are grown. Consequently a grade or series of grades, applicable to a product wherever grown, would be relatively too high for the products grown in one region or too low for the same product grown in another more favorable region. There would be tremendous pressure to put the grades low enough to satisfy the less favored sections of the country, with the result that grade levels would be so low as to be disappointing to the consumer.

Fourth, if a grade includes the factor of flavor, it is unenforceable because flavor cannot be defined in the precise terms necessary for law enforcement nor is it a factor that can be accurately appraised or measured.

Fifth, if a grade does not include flavor, it is both misleading and deceptive.

Sixth, the A-B-C labeling plan assumes a standardized use and standardized taste which in fact do not exist. For this reason a descriptive label statement of individual characteristics of a product is more informative, hence, more useful to the consumer than a single symbol applied to a product through an arbitrary system.

Of course, it is easy to understand that if you set up an organization to give the consumer the "low-down"—the "inside stuff"—on foods, or anything else, you are not going to attract the attention or the subscriptions of those able to buy your service, if you are as dry and impartial and judicial as a Lord High Justice in a British court. Likewise, it would not do for a Walter Winchell to print columns about the happily married couples, and about the Wall Street brokers who *do not* engage in fisticuffs in

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THE EVENING TELEGRAM

Toronto, Canada

Announces

the appointment of

DAN A. CARROLL—New York

and

JOHN E. LUTZ—Chicago

as

**National Advertising
Representatives covering the
United States**

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Toronto, Canada
February 1, 1935

Broadway night clubs; and I admit that I would soon get weary reading that some talented and beautiful actress in Hollywood neither is flirting with her millionaire producer nor contemplating a "Reno-vation" from her one and only husband, a rather sober and fairly respectable young business man.

If you are going in for exposing people's weaknesses and follies, you have got to throw restraint to the winds; you may hurt some innocent people, you may be sorry—"it is, really, too bad"—but it cannot be helped.

Let groups such as this combat the real chisellers—the unscrupulous factories which try to elbow in with cut-rate inferior goods on the

wholesome foodstuffs of established food advertisers. Let them attack the fellows who print glittering untruths on their labels. Let them expose the infrequent concern which knows it has an inferior product and seeks to cover up by extravagant and mendacious advertising.

In that manner they will be performing the useful, economic, and social job of educating the mass of consumers to the fact that the safe, nutritious foods are those produced and proudly identified by the established advertisers, who, as I hope I have made evident, simply must produce the best foods because their reputations are at stake every blessed day that they remain in the Advertisers' Red Book.

Campaign for Washington Apples

Immediate advertising of Washington boxed apples has been authorized by a joint committee representing the growers code and shippers of the boxed apple industry of the State of Washington. Varieties to be featured are Washington Delicious and Washington Winesaps.

A fund of \$75,000 has been allocated to the advertising committee for the winter and spring campaign. Newspaper advertising and radio will be used in thirty-six cities, including major auction markets. Outdoor display will also be employed in certain markets.

Carl M. Cleveland, fruit editor of the *Wenatchee Daily World*, has been retained as advertising manager. Advertising is being released by The Izzard Company, Seattle agency.

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Publishing "Burke's Index"

Burke's Index to Wines and Spirits is a new monthly for the retail liquor trade, including package store and on-the-premise outlets, which starts publication with a February issue. It is published by the Epicurean Press, Inc., 70 Fifth Avenue, New York. It has an over-all size of 5 by 6 3/4 inches.

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H. W. Olsen with Faithorn

Harold W. Olsen, formerly general manager of the Publishers Engraving Company, is now associated with the Faithorn Corporation, Chicago, printing and engraving, in a sales and executive capacity.

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Dant Account to Kastor

The W. W. Dant Distilling Company, Louisville, has appointed the H. W. Kastor & Sons Advertising Company, Chicago, to handle its advertising.

Kansas City Chosen by D. M. A. A.

Kansas City, Mo., has been selected as the location for the 1935 annual conference of the Direct Mail Advertising Association. The meetings and exhibits will be held in the Kansas City Auditorium, now being built, and the D.M.A.A. will be the first organization to hold a convention in the structure.

Karl R. Koerper, sales manager of the Greiner-Fifield Lithographing Company and president of the Kansas City Advertising Club, has been appointed general chairman.

As in 1934, the association will sponsor and conduct fourteen regional conferences and exhibits during the year in addition to the national convention which will take place in October.

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Joins Tower Group

Wilbur Eickelberg, for the last four years Pacific Coast manager for Scott Howe Bowen, Inc., has joined the Western staff, at Chicago, of Tower Magazines, Inc. Before going to the Coast, Mr. Eickelberg was Western manager of *Smart Set* and was with the Chicago offices of the Crowell Publishing Company and the Macfadden Publications.

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Eisfeld to Gumbinner

R. M. Eisfeld has joined the Lawrence C. Gumbinner Advertising Agency, New York, where he will be associated with L. S. Goldsmith in the advertising of Palm Beach suits. He was formerly director of the advertisers' service bureau of *Apparel Arts* and *Esquire*.

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Heads Salt Lake City Club

Dilworth S. Woolley, Utah manager of the Pacific Railways Advertising Company, has been elected president of the Salt Lake City, Utah, Advertising Club.

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Catalog Personality

How Bauer & Black Book, Through Smart Physical Makeup, Appeals Strongly to Retail Druggist

BEING a salesman for its company's products, though made of ink and paper instead of bone and tissue, the catalog is susceptible to the same qualifications which determine a successful sales representative of the human variety. Recognizing this, many advertisers in recent years have been making of their catalogs an attractive, interesting promotion piece, as well as a conscientious list of the products which the company has to offer.

In designing their new catalog for druggists, Bauer & Black decided to carry this principle a step further. They have sought to endow the book as a whole with a personality reflecting the spirit of a long established, but youthfully enterprising firm.

The progressiveness of the Bauer & Black organization is the central thought which the book as a unit has been built to symbolize. This is stated, not through bromidic institutional copy sermons, but in terms of the physical set-up that is distinctive and smart, yet dignified and simple.

The working out of this theme begins with the cover, whereon the word "catalog" nowhere appears. The book has been entitled "Pacemaker of Drug Store Merchandising." The cover design, in green, black and white, features an illustration of a modern streamline train, eloquent symbol of the modern era, speeding over a trestle. An incidental touch, but one which gives the book a definite note of distinctiveness is the rounding of the upper right-hand corner of the cover and the inside pages.

The inside front cover is devoted to a full-page photomontage illustrating six of the company's leading specialties in use, and a photographic representation of the modern druggist is a conspicuous part of the group. Facing this page is a foreword, just one paragraph

long, which mentions the company's profit policy for druggists.

The treatment of the product pages which follow is notable for its complete lack of cluttered-up fussiness, once a traditional style for catalogs in the surgical dressing field, and in a great many others for that matter. Almost the entire top half of each page is devoted to a photograph of the product featured on that page.

A second illustration on each page—all follow a uniform layout pattern—is a small sketch set in a green panel, depicting some valuable merchandising suggestion which the druggist may employ in connection with the merchandise described. An adjoining brief paragraph of copy describes the sales hint in all necessary detail.

Copy Treatment an Interesting Feature

The merchandise copy, too, operates on progressive merchandising terms, and in many respects the copy treatment is the most interesting feature of the book. Normally, dealer catalog copy is addressed exclusively to the dealer in his role as a prospective placer of an order. If it goes beyond routine manufacturing specifications, the product description is entirely in what is conceived to be the dealer's own language.

In the "Pacemaker" the copy messages are phrased to emphasize the product features in the light of their pertinence to the selling of the merchandise, as well as to the buying of it. Naturally all the information which is necessary for the druggist to order intelligently is included. But the stress is upon the qualities which will appeal to the druggist's customers, and these are presented in language understandable and appealing to the ultimate user of the product. Any page of the catalog could be offered as it stands to a consumer

"Sure we'll play ball - if you give



PHOTOGRAPHIC ILLUSTRATION BY LAZARNICK

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WEEKLY

you give us a better price"

**THE BEST ANSWER TO
THIS ONE IS A HIGH**

I.Q.

Familiar bogey of many a business is buyer pressure for concessions in price. Against it, the best weapon your company can have is a high I.Q. For I.Q. means *Idea Quotient* (which equals "ideas produced" divided by "men employed").

It is the aim of Printers' Ink to foster the high I.Q. as the soundest defense against profitless price-cutting. Analyze the contents of this issue . . . in the light of their contribution to the idea-seeking merchandiser.

Again we make our point . . .

the higher the

I.Q.

WEEKLY . . . PRINTERS' INK MONTHLY

INK

audience with a better than even chance of doing an effective advertising job.

In this manner, the druggist reader of the catalog is bound to absorb a great deal of information

which will be useful to him as a retail salesperson. This absorption process is a subconscious one, of course, but none the less potentially beneficial to the druggist—and to Bauer & Black.

Jennings Is Golf Winner

TOP honors in the first tournament in four years of the Winter Golf League of Advertising Interests was won last week by Charles H. Jennings. The tournament, chief event in a seven-day program, was played over the links of the Palm Beach Country Club, with Mr. Jennings defeating Douglas E. Root, 3 to 2. Mrs. B. Lester Tyrrel was winner in a women's tournament.

Flight winners were: Second, Franklin C. Coe; third, William A. White and, fourth, Foxhall Finney.

A four-ball foursome competition was won by George Howard, Howard E. Spaulding, J. Howard Moore and Eugene W. Spaulding. Second place in the competition

went to John H. Abeel, Edward J. Murphy, Duncan H. Strawbridge and Paul L. Black.

More than 100 members participated in the week's events which included a party on board the yacht *Content*, as the guests of Howard E. Spaulding.

Ray P. Clayberger, of Calkins & Holden, was re-elected president. A change in by-laws was made so that resident vice-presidents in several important cities could be elected. Those chosen are Rodney B. Stuart, New York; William M. McNamee, Chicago; James A. Travers, Boston, and Max Leister, Philadelphia. Ray McCarthy is secretary and John H. Abeel, treasurer.

Chain-Store Tax Held Illegal

Vermont's sales tax on chain stores has been declared illegal in a decision handed down by Chancellor Sturtevant in the case of the Great Atlantic & Pacific Tea Company and First National Stores against Erwin M. Tarvey, commissioner of taxes.

The verdict perpetually enjoins the State from enforcing or attempting to enforce the provisions of the act adopted in 1933.

The sales tax imposed on the plaintiffs was a graduated tax on gross sales. The plaintiffs contended the tax was unconstitutional because it was "discriminatory and confiscatory."

Bardgett Joins Trade Group

Walter A. Bardgett has resigned as editor of the *American Bicyclist and Motorcyclist*, with which he has been connected for the last eighteen years, to become secretary of the League of American Wheelmen, with headquarters at 122 East 42nd Street, New York.

With KROW

E. R. Springer, formerly of KYA, and E. Andrew Barrymore, formerly of KJBS, are now with KROW, San Francisco.

Death of H. F. Behrens

H. Frederick Behrens, executive vice-president of Sterling Products, Inc., died recently at the age of sixty-four. He entered the H. F. Behrens Company, retail grocery, with his father in 1891. In 1901 he became associated with the Neuralgylne Company which later became Sterling Products. At the time of his death he held office or directorship in the following companies: Sterling Products, Bayer Company, Inc., Charles H. Phillips Chemical Company, H. A. Metz Laboratories, Thompson-Koch Company, Synthetic Patents Company, Wells & Richardson Company, and The Centaur Company.

Advanced by All-Steel-Equip

Blaine G. Wiley, advertising manager of the All-Steel-Equip Company, Inc., Aurora, Ill., has been appointed assistant general sales manager. He joined All-Steel-Equip in 1923, served as equipment division sales manager for several years and was promoted to advertising manager in 1931.

World Broadcasting Appointment

Barren Lewis has been added to the sales staff of the World Broadcasting System, New York.

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Selling Over Buyer's Head

Demand Is Built for Industrial Product with Prospect's Customers

Based on an Interview by Joel Lewis with

Robert A. Engel

Industrial Aromatics Division, Givaudan-Delawanna, Inc.

MANUFACTURERS selling to industry are frequently confronted with the necessity of selling over the head of their immediate buyers. Opposition to new products; new processes; these often leave producers with no other alternative than to lay their propositions before the public, to whom in the final analysis, the fabricator is subservient.

In marketing industrial aromatics, Givaudan-Delawanna, Inc. has been obliged on several occasions to sell not only its customers' customers, but the customers of its customers' customers, as well. Here, seemingly, is a beautifully complex merchandising problem. For it is not only a problem of selling, but a problem of educating.

The sale of industrial aromatics is dependent upon the increased use of odor as a selling point. This fact, alone, was established by the company only after traversing the long and arduous road of trial and error. For example, consider its experience with textiles.

Every reader of these words is probably familiar with what may be termed the "dry-goods" smell. When you walk through the dry-goods section of a department store, you become conscious of a musty odor which in reality is not indigenous to the merchandise. To explain, for the benefit of the uninitiated:

One of the final steps in the manufacture of silk is the immersion of the goods in a vegetable-oil bath. It is this finish which, in the fullness of time, becomes rancid and gives off the odor that the public is prone to attribute to the fabric.

About three years ago, the company developed a product to deodorize the "dry-goods" smell.

Manufacturers of the vegetable oil used in the silk finish were first approached and solicited for business. Would they buy the deodorant? "No, why should we; we've never had any kicks from our customers. Why increase our costs?" was the reply.

So the dyers were called on. "Say, we've got our troubles . . ." and so forth.

Finally, the large and progressive wholesalers and converters were contacted. For this work a special representative was engaged whose business it was continually to cultivate the silk wholesalers, also department store buyers and merchandise managers. Inside a year, two or three prominent companies were made to see the advantage that lay in a fabric free of "dry-goods" smell. Then, there followed a chain of events not unlike that in the time-honored nursery tale which deals with an old woman and her difficulties in getting her pig over a stile. For just as "the fire began to burn the stick, the stick began to beat the dog, the dog began to bite the pig," enabling the old woman to get home that night, so the wholesalers began to specify the use of deodorants in their dealings with dyers, the dyers began to pass along the demand to the makers of the vegetable oil and the latter at last began to open their doors to the company.

All the while, of course, the company had been engaged in gathering data demonstrating that the consumer estimates quality by subconscious sensory impressions. If "Sell by Smell" were to be more than a mere slogan, the company would have to give business men concrete facts that *prove it pays* to sell by smell. An interesting

"BETTER SMELL"
IS IMPORTANT IN
Pain • Venereal • Lids • Testes
Rabies • Worm • Pulver

We specialize in making all kinds of products small bottles, with instructions that are easy to use, transparent, and unmistakably effective!

GIVAUDAN-DELAWANNA, INC.
Industrial Aromatic Division
40 WEST 42ND ST. NEW YORK 36, N. Y.

Lonely new style

Shimmer

INDUSTRIAL AROMATICS DIVISION

WEIGHTED SILKS CAN BE SOLD ON HONEST BASIS

But They Require Two-Order To Offset Their Characteristic Shoddy Color This Means That Shoddy Color Appropriately

The silk and rayon fabric industry has been suffering from a serious loss of confidence in its products. This is due to the fact that the industry has been selling weighted silks, which are lighter than the real thing, and this has led to a general loss of confidence in the industry. The industry has been selling weighted silks for many years, and this has led to a general loss of confidence in the industry. The industry has been selling weighted silks for many years, and this has led to a general loss of confidence in the industry.

Death Rate High

The paper and the ink are the two main factors in the death rate. The paper and the ink are the two main factors in the death rate. The paper and the ink are the two main factors in the death rate. The paper and the ink are the two main factors in the death rate.

Industrial Aromatic Division

The paper and the ink are the two main factors in the death rate. The paper and the ink are the two main factors in the death rate. The paper and the ink are the two main factors in the death rate. The paper and the ink are the two main factors in the death rate.

Business-paper, magazine and house-magazine promotion is stimulating an interest in odors—and furthering the sale of aromatics

test was conducted by Dr. Donald A. Laird, head of the Psychological Laboratory of Colgate University.

Women's silk hose were used for the experiment. Identical in style, color, design and wrapping, their only difference lay in odor. A test set consisted of four pairs, one of which was left unscented. The other three were treated with different Givaudan-Delawanna odors. One was of an expensive sachet type, one of a fruity chemical odor and the third having a scent reminiscent of Narcissus. The scents were so faint that only six out of the 250 housewives tested noticed them. But the aromatic particles were present in the air, entering the olfactory apparatus of the housewives. For the data obtained show that through some subconscious channels, their judgments of quality were influenced by this subconscious impression.

The investigators made house-to-

house calls on 250 housewives in Utica, N. Y. They were carefully instructed in their presentations. The women were to help determine the best quality stocking. "Feel them in your fingers," they were to be urged. "Look through them, stretch them, look at the seams. Do anything you would ordinarily do to pick out the best for your own use." The investigators were schooled in scattering the boxes three or four feet apart so that the scents would not mix.

There was little difficulty in obtaining the co-operation of housewives. The women judged, believing that their decisions were arrived at through such considerations as texture, weave, feel, wearing qualities, sheen, weight, etc. Actually, however, the scents played an important part in subconsciously influencing their judgments, as is borne out in the results of the survey:

Smell	PER CENT OF PREFERENCE VOTES		
	First 72 Women	Next 83 Women	All 250 Women
Narcissus Odor	49.8%	50.8%	50%
Fruity Odor	24.9%	22.8%	24%
Sachet Perfume	16.8%	18.0%	18%
Natural	8.5%	8.4%	8%

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The statistical reliability of the data is shown by the close agreement of the first two columns with each other and with the records for the total group. Two immediate conclusions were drawn from the findings: 1. Subconsciously perceived sensory impressions received through the olfactory apparatus are potent in women's judgment of quality in silk hosiery. 2. Scents of one type are more influential in determining this judgment of quality than are scents of another type. As a further conclusion, it seemed reasonable to suppose that, while the test was made with silk hosiery, scents have the same psychological influence regardless of the nature of the article.

What a Department-Store Test Revealed

To corroborate the Laird findings, another test was staged at a large New York department store, which utilized just two types of hose—scented and unscented. The hose were placed under identical selling conditions and the scented goods achieved a 34 per cent greater sale than their un-perfumed rivals.

Incidentally, the word perfume brings to mind an interesting disclosure. In all sales work this is one word which is never used. It's a curious fact, but experience proves that the very mention of the word puts the buyer in an undesirable frame of mind. This, no doubt, is a problem for the psychologists to ponder, but there is something about the word which immediately suggests names like Coty and Guerlain, \$40 an ounce, the delicate odor of jasmine or musk, etc. So "aromatics" and "deodorants" are standard equipment in the salesman's vocabulary.

Trade-paper advertising has played an important part in impressing upon manufacturer-prospects in many industries the importance of odor as a selling advantage. Initial advertising, which began in 1929, was confined to a single horizontal publication. The inquiries received from this source led to the eventual selection of

GOOD COPY

**needs
superlatives
about as often
as a cat
needs
rubber boots.**

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 Madison Ave.
New York City**

industries best suited for the company's sales and technical development efforts.

Vertical mediums have since been employed more or less regularly in the textile, printing ink, artificial leather and rubber goods fields—fields upon which the company has most intensively concentrated up to the present time. Advertising formerly contented itself with a straight presentation of facts. This year a lighter vein was struck and found effective. While copy still talks about such a mundane thing as performance, (describing how manufacturers have deodorized certain products to their satisfaction), the serious note is offset through the use of humorous pen-and-ink drawings.

Consumer advertising has also been used. In co-operation with such leading silk manufacturers as Skinner and Stehli, advertisements were taken in two national fashion magazines to tell women there is no "dye odor" in the newest silks.

Educational Job an Important One

The industrial aromatics industry being of comparatively recent origin, the company has on its hands considerable pioneer work of an educational sort. It is only lately that much attention has been given to odor in its commercial sense. People are not yet fully cognizant of its value in dollars and cents. Givaudan-Delawanna salesmen have had to contend with the natural predilection of certain individuals for the odors inherent in their products. For instance, there is an odor about fresh paint that is objectionable to many people. But the paint manufacturer doesn't think so; he's used to it and he'll say, "Why don't you go and see the rubber goods people? Their stuff smells awful." But, alas, the rubber goods manufacturer seems to think his products smell just so and that the paint manufacturer is assuredly an A-1 prospect for deodorants.

As one means of breaking down this resistance, the company last January began to issue a supplement to its house magazine, the

"Givaudanian," which circulates among manufacturers of soap, cosmetics and toilet goods. This supplement, a publication of the Industrial Aromatics Division of the company, is mailed to laundries, manufacturers of printing inks, artificial leather, paint, textiles, rubber goods and others who are likely prospects—2,800 in all. It is a newsy paper packed with items of broad and undeniable interest.

Used to Explain Technical Difficulties

The magazine affords the company an excellent medium for the telling of its story, for demonstrating the numerous applications and uses of its products and their potentialities. It affords a forum for the explanation of various technical difficulties that the company's engineers and chemists have solved. And technical difficulties there are aplenty. In the development of rubber goods deodorants, for example, there was the necessity of evolving a formula that would not cause the rubber to age.

Last February, an interesting chart was published in the "Givaudanian" showing the results of a survey made by a Milwaukee advertising agency to determine the preferences of various people for odors of different flowers and flavors. A wave of keen interest was betrayed by readers, which caused the company to do some serious thinking. Why not a survey on the acceptability of odors of products which offer a potential market for the use of aromatics? Here, indeed, was an idea—one, moreover, that had an exceedingly practical application.

Accordingly, in its September issue, the magazine contained a check list of thirty-seven products. For the convenience of voters, a business reply card was enclosed with each copy. Alongside of each product were three boxes where the reader could indicate his like, dislike or neutrality. Space was also provided for the designation of the voter's sex.

Some 350 cards were returned. The votes were carefully recorded, tabulated and translated into per-

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centages. The final recapitulation was printed in the November issue of the "Givaudanian." Glue, kerosene, drying paint and dry cleaning fluid headed the list of dislikes. Only 3 per cent of the voters indicated a liking for the odor of glue, 85 per cent expressed a dislike and 12 per cent preferred to remain neutral. Ten per cent liked the kerosene odor, against 65 per cent dislike and 25 per cent neutral. Drying paint scored a 19 per cent like, 63 per cent dislike and 18 per cent neutrality.

New silk brought up the rear end of the list with a like, dislike and neutrality of 28, 15 and 57 per cent, respectively. Next came fresh laundry with an average of 61, 16 and 23. Then new woolens with 34, 18 and 48. The list as a whole is an interesting commentary on aesthetic sensibilities. Just as many people liked the odor of moth balls as were non-committal.

Readers of the "Givaudanian" can hardly be classed as laymen as far as odor-consciousness is concerned. Hence, the company decided that it would be desirable to

get the consumer's reaction, also. A two-column advertisement was placed in a publication of 70,000 circulation. The public was exhorted to check the list of odors and explain, in thirty words or less, which needed most to be improved. As an inducement, ten bottles of \$5 perfume were offered to the persons giving the best answers. The advertisement explained that technical knowledge was not necessary, that an honest opinion would suffice. In order not to influence the replies, it bore a fictitious name. Since the time limit on the offer has not expired at the time of this writing, complete results cannot be quoted. However, preliminary returns show an amazing conformity to those of the house magazine survey.

The value of these surveys is obvious. In effect, they provide the company with a double-edged tool. For not only do they point to where lie the most fertile markets, but they possess at the same time a wealth of convincing evidence for the conversion of those markets to the use of aromatics.

The January 1935 issue of
Dry Goods Economist
showed a

50% INCREASE

over January 1934

IN NUMBER

of ADVERTISERS

DRY GOODS

E C O N O M I S T

The Department Store Magazine
239 West 39th St.,
New York City

Ernest C. Hastings
President

Campaigns for Dealers

Important to Keep the Fifty-Fifty Plan Away from Hidden Allowance Pitfalls

AMERICAN COFFEE COMPANY, INC.
NEW ORLEANS, LA.

Editor of PRINTERS' INK:

Have you any data relative to the co-operative plan of advertising adopted by quite a few manufacturers through the medium of an offer on their part to pay a portion of the expense of an advertising campaign that features their products, but carries the name of the local dealer as well?

We understand that a number of firms furnish mats to their local dealers and pay as much as 50 per cent of the cost of the campaign in the local paper.

R. G. DROWN, JR.,
General Manager.

CO-OPERATIVE campaigns such as are described in the above letter are, of course, fairly common.

It is a type of advertising effort which has been much abused in the past. It led to the fake advertising allowance, a subtle form of commercial bribery, and to other abuses.

Because of these abuses there has been a tendency among some advertisers to frown upon the whole plan, but basically there is nothing ethically or commercially wrong with a properly worked out co-operative advertising plan.

It is essential, of course, that the advertiser be assured that the dealer is living up to his part of the program. Therefore, most advertisers insist upon proof of publication before offering to pay for the advertising. As operated usually, the retailer pays the bills and then makes his claim on the manufacturer. Sometimes the manufacturer is billed by the newspapers for every other advertisement, but this frequently leads to complications and difficulties.

Frequently trouble arises when the manufacturer makes arrangements to get part of the space in

a department-store advertisement. Here he does not publish a whole advertisement written by him, but leaves the matter entirely up to the store. Retail stores have been known to overcharge the manufacturer grossly with bad results. Therefore, as a general thing it is more desirable to work out the co-operative idea on the basis of an individual advertisement, planned by the manufacturer, if possible, and printed from mats or electros furnished by him.

This is the ideal situation but in actual practice it is sometimes difficult to work out, except where the dealer is an exclusive agent and is willing to stand half the cost of what to him seems to be a fairly large campaign.

Where a dealer does co-operate, the manufacturer should make every effort to make it seem as much as possible the dealer's own advertisement. The practice of putting the manufacturer's signature in large type and the dealer's in smaller type, which is unlike any of the other type in the advertisement and is obviously thrown in at the last moment, is not fancied particularly by the retailer and does not build an effective advertisement.

Wherever possible, the manufacturer should make the advertisement a piece of dealer copy. This will make the advertising more effective and, because it will please the retailer, will get more insertions as more dealers co-operate.

The chief thing the manufacturer has to guard against is the temptation to gradually slip into a hidden allowance plan. Certain key dealers may insist that they should not pay all of their allotted share of the campaign and the next step is for them to demand a certain allowance without any promise to use that entire allowance for advertising.

Once the manufacturer lets down the bars to this extent, the dealer

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will probably run little, if any, advertising for the product and will take the allowance merely as a bribe to give the manufacturer's products prominence in his store. In this event the whole idea of the co-operative plan is defeated and the manufacturer is just at the beginning of a long series of unpleasant headaches.

While the fifty-fifty figure is the one most commonly chosen, sometimes the manufacturer pays a higher proportion of the advertising. Generally where he does so, he is little better off than he would be if he took upon his shoulders the whole burden of expense. Once the fifty-fifty line is broken down dealers will demand more and more.

* * *

Soon Will Become National Advertiser

A campaign, with seven magazines on the schedule, will be started in March by F. Jacobson & Sons, New York, on their Jayson shirt. Although the company has been in business for forty-seven years and has national distribution of its product, its merchandise for the greater part carries labels of local merchants. For this reason, until the advent of the Jayson shirt which bears a uniform label, there was no opportunity for going direct to the consumer.

The national campaign is supported by a dealer co-operative plan which includes the creation of a newspaper advertising fund whereby the merchant is allowed 50 cents a dozen for advertising, provided he contributes a similar amount. The Jayson advertising program is being handled by Alfred J. Silberstein, Inc., New York agency.

...

Farm Publishers Re-elect

B. Morgan Shepherd, vice-president of *Southern Planter*, was re-elected president of the Agricultural Publishers Association at the annual meeting of the board of directors at Chicago last week. Also re-elected were: Vice-president, P. E. Ward, publisher of *Form Journal*; secretary, Clifford V. Gregory, editor-in-chief, *Prairie Farmer*; treasurer, Dr. Tait Butler, vice-president and editor, *The Progressive Farmer* and *Southern Ruralist*.

...

Knitwear Group Receives Charter

The Knitwear Institute has received its corporate charter in New York and is now engaged in a campaign to augment its membership preparatory to launching a publicity and merchandising campaign in behalf of knitted outerwear, according to the Hicks Advertising Agency, New York, which is handling the account.

If you demand the genuine



It's a very good sign

HASTINGS GOLD LEAF

TRADE MARK XX

HASTINGS & COMPANY EST. 1820 PHILADELPHIA & CHICAGO

Mother's Friend

An Advertising Failure That Was Caused by Lack of Preliminary Study

By A. Wineburgh

THE firm of Schmeer & Son manufactured Mother's Friend Shirtwaists for boys. The two star salesmen formed a partnership as manufacturers in this same line of business. Frederick Schmeer, who inherited the business, decided to meet competition by a campaign of advertising for Mother's Friend Shirtwaists, which had been on the market a number of years. The trade name was known; an extensive advertising campaign was planned, not only to hold the firm's position, but also to make it difficult for the competition that had started.

A contract for street-car advertising was made. Car cards were gotten up showing boys at play, and the delight of mothers with a shirtwaist that made the boys happy and improved their appearance. The statement was made that the waists were on sale everywhere—it was certain that sales would increase as a result.

When the expected did not happen, it was assumed that the com-

This is the tenth of a series of autobiographical notes. Others will appear in succeeding issues.

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Will Direct Medart Sales

Ralph H. Clore has been appointed general sales manager of The Medart Company, St. Louis, power transmission machinery, effective February 1. He was formerly with the United States Electrical Tool Company in a similar capacity. F. P. Kohlbr, whom he succeeds, assumes active charge of the Machinery & Welder Corporation, Chicago.

With Baxter Agency

Harold W. Scott has resigned as account executive in the Kansas City office of the Ferry-Hanly Advertising Company and is now associated with the Baxter Advertising Company, Kansas City, Mo., in the same capacity. In addition to his duties as an account executive, he also served as space buyer for Ferry-Hanly from 1929 to 1932.

petitors who had long represented Mother's Friend and were so well acquainted with the trade, were getting the business.

More and more advertising was done, but the competition seemed to be having its own way. New salesmen got small orders when they got orders at all—just enough to supply the demand and, as is usually the case, the salesmen's reports were plausible.

I made calls on the trade and soon discovered that it was not the competition that was causing the decline in sales, but the fact that the style of shirtwaist had changed. The blouse had taken its place, and the competition was selling blouses. The competition was not responsible for the decline in the sales of Mother's Friend Shirtwaists.

There are other elements in the success of advertised goods besides just advertising—it is a matter of advertising something the public wants.

I am assuming the responsibility for this mistake, as I did not investigate the conditions before I advised the advertising campaign.

Steller-Millar Agency Formed

The Steller-Millar Agency has been formed, with offices in the Rives Strong Building, Los Angeles. Principals in the agency are Mrs. Henry E. Millar, widow of the late Henry E. Millar who founded the Millar Company, in 1921, and O. A. Steller, who, for the last four years has acted as account executive for the Millar Advertising Agency. Mrs. Millar actively entered the advertising business at the death of her husband.

A. P. Kelly Joins Utility

Arthur Paul Kelly has joined the public relations department of the Rochester Gas and Electric Corporation, Rochester, N. Y. He formerly was advertising manager of the Rochester Civic Music Association, Eastman Theater and also handled the advertising of the recent Rochester Centennial.

Profit in National Rate

(Continued from page 10)

tion. We can't expect honest newspapers, those that attempt to enforce their regulations on local and national copy, to do any work for us in this connection.

"Furthermore, by paying the national rate, we can feel free to go to these newspapers and ask for reasonable co-operation along other lines. That, perhaps, is the greatest advantage to us in this campaign. We are anxious to do everything we can to help popularize the game of billiards. There are billiard tournaments and other events taking place all over the country constantly. These are legitimate sporting news. The newspapers are always devoting a great deal of space to them. As the game grows in popularity, as it is, there will be more and more occasions for the newspapers to carry this sort of news, along with pictures of the experts and others interested in the game.

"It isn't a case of reciprocity. It is merely a matter of fair play. The newspapers are helping us, indirectly, in their editorial pages. It doesn't seem to be exactly cricket for us to try to chisel their rate structures by placing our advertising through the room owners."

Publishers Check Attendance at Exhibitions

Brunswick has received definite proof of the willingness of newspapers to co-operate with the national advertiser who is obviously playing fair with them. Attached to each piece of copy sent to the newspapers is a note signed by the advertising agency. "Publisher—important," it is headed, and then continues:

"The attendance reports on the free Billiard exhibitions are often very inaccurate. And because we are anxious to check the pulling power of your newspaper in bringing people to these exhibitions, we ask that you check the exhibition schedules on the attached copy in-

structions and advise us direct on attendance.

"We would like to know how many attended for free instructions, how many for the free exhibition, and how much of an increase was registered over the previous exhibition attendance.

"Thank you."

Newspapers Have Co-operated Wholeheartedly

The response to this has been so satisfactory that the agency and the advertiser have both been astounded. This little note has enabled the company to check up on the success of the free billiard lesson idea. It has facts and figures, furnished by the newspapers, as evidence. This same information is being obtained, of course, from the billiard room owners, but they are frequently a little slow in furnishing it and many of them ignore the request. The newspapers are co-operating practically 100 per cent. The list of papers has not been checked but the folders of letters received from the newspapers and containing the desired information are growing fatter every day as the campaign continues.

The newspapers were glad to co-operate. They sent men around to the billiard halls to obtain the information. They did this, Mr. Ellison is convinced, largely because the advertising was paid for by Brunswick.

Furthermore, the newspapers themselves are obtaining definite evidence of the pulling power of their own papers. They are obtaining information that should be valuable to them in their selling work.

Now the company is reciprocating by giving the newspapers a suggestion. Naturally, it cannot be expected to devote any more of its national advertising to advertising the billiard rooms themselves. This is a job that the room owners must do. It is a job that very few of them are doing. The campaign

The Advertising Dollar

is best spent where it will produce the greater profits by securing permanent customers.

Roman Catholic churches, colleges, seminaries, parochial schools, rectories and welfare institutions form a market worth while cultivating.

Millions of dollars are spent annually for materials and supplies for use in general maintenance and new construction in this field.

The Homiletic & Pastoral Review

Edited exclusively for the Roman Catholic Clergy

JOSEPH F. WAGNER, INC.

Publishers

53 Park Place New York
BRelay 7-3814

Western
Representative
Central 5867

Joseph H. Meier
64 West Randolph St.
Chicago

An Agency Man Who Wants to Go Faster—

May find his opportunity in the well established Advertising Department of our Printing concern which is rated B1.

He will be young, confident both of his knowledge, and his ability to meet people, and preferably a resident of New Jersey.

He will be paid a moderate salary and will find a situation and environment conducive to real accomplishment—which should assure remuneration commensurate with his real earning capacity.

He will tell us what we should know to determine the desirability of an interview.

Address "O," Box 49, Printers' Ink

paid for by the company has shown these billiard room operators what advertising can do. It should be a lot easier for the newspapers to convince the room owners now that a local campaign would be worth while.

Once more over the advertising agency's name and on the letterhead of the agency, a message is being sent to the newspapers. It refers to the manufacturer's local billiard advertising and remarks that "we all are quite pleased with the result of our advertising plan and we now feel that the time is ripe for you to work with groups of billiard parlors in order to secure a co-operative advertising campaign from them."

It is pointed out that the manufacturer has made a major investment in injecting new vitality into billiard playing. The problem is now to get local billiard parlors to capitalize. Because only a few room owners can be convinced of the value of an individual campaign, a joint campaign is suggested as the logical move.

"Accordingly, will you please arrange to cover billiard parlor operators," the letter continues, "in order to interest them on the idea of joining hands as one unit in a local newspaper campaign, you to suggest copy, layout, etc. In the event you need special assistance, we will be glad to help."

Much More to Advertising Than Rate

This is not a big campaign, as compared with certain other large newspaper advertisers. Nevertheless, many of the benefits gained by the use of the national rate deserve study by those larger users who think that by saving a few dollars immediately, they are justified in spending their newspaper appropriation at local rates through their dealers. A little thought may bring some of them to the realization that the money advantage is the only one. The dollars saved immediately may be lost eventually because they are not obtaining the many other advantages of newspaper advertising. There is a lot more to advertising than the rate.

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I am not denying for one minute that the rate problem is an important one. But, as PRINTERS' INK said editorially in the December 27 issue, "Some of them (advertisers) maneuver around to get local rates largely because they base their merchandising plans too much on the consideration of the initial cost of the advertising—cost in money, that is—rather than upon a broad view of the eventual objectives to be gained by the advertising."

A Problem for Newspapers Themselves

The newspapers are open to severe criticism for their failure to get together and iron out some of the rough spots in this problem. But, strictly speaking, the rate differential problem is one for the newspapers to solve themselves. National advertisers should not let their prejudices on this subject interfere with their use of this medium. With many newspapers and in many communities there is practically no local-national rate problem. If more newspapers would agree upon a definition of local advertising and stick to their rates, there would be little difficulty.

John T. Fitzgerald, president of the Newspaper Representatives Association of Chicago, has been taking a leading part in agitating this subject among newspaper publishers. "Our association," he reports, "has been working hard for co-operation and understanding among publishers. We are making progress. Many publishers, as a result of our activities, have agreed to keep to their announced general rates by defining local advertising and keeping out the chisellers."

Mr. Fitzgerald, who has been saying things on this subject that others have hesitated to touch upon, told the New York State Publishers Association in Rochester the other day that he questions the sincerity of certain groups in raising this question of the two-way rate structure.

"I believe," he said, "the motive behind this movement was to force reduction of general newspaper advertising rates. There have been

Executive WANTED

We want a high-calibre man who is equipped by experience to deal with managers and executives and is capable of planning sales procedures for large organizations.

A man, not too far from forty years of age, who expresses himself clearly and interestingly, either in person or in writing.

A man who thoroughly understands specialty merchandising, marketing problems and sales promotion methods.

A clear thinking man who is skilled in directing sales educational progress for nationwide set-ups.

The man we have in mind has earned *good* salaries in the past and can make himself invaluable to us.

For ours is a service organization supplying ideas, plans, sales education and sales promotion through the medium, principally, of sound and silent slidefilm productions to several outstanding organizations.

The right man will receive a satisfactory financial return from the start with an unlimited opportunity to advance.

Please reply by letter only to Elton Fletcher, President, giving completely all the facts which you consider essential.

The Alpha Motion Picture Corp.

2644 Carnegie Avenue
CLEVELAND, OHIO

injected many appendage issues, such as forced circulation, forced newspaper combinations and other extraneous matter, without any attempt at analysis in order to prevent a wholesale indictment against the newspaper structure.

"Because newspaper rates have not been reduced appreciably, a number of advertisers have invaded the lower retail rate structure employing new artifices. Each succeeding season the number of culprits has grown until it became an open secret not only that the practice was possible under certain procedures but specifically that those companies that could did avail themselves of the practice.

"The loss of revenue to newspapers cannot be accurately measured, but certain indexes developed indicate that the figures are staggering. In a check-up of ten

sizable newspapers, a discrepancy between what Media Records indicated should be general advertising and what had actually been paid for at general rates indicated an average volume of diverted patronage amounting to 600,000 lines a year for each of the ten newspapers."

Loss of revenue is important to the newspapers and Mr. Fitzgerald, but after all that is their problem. More important is the loss to the advertiser, the loss of effectiveness. He is not getting his money's worth, no matter how low the rate may be.

Advertisers should not become so concerned with the difference between the two rates that they overlook the job that can be done by using the national rate. All advertising media should be judged upon their effectiveness.

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Gets Chance Vought Account

Effective with March advertising, McCann-Erickson, Inc., New York, will handle the advertising for the Chance Vought Corporation, manufacturer of naval aircraft. This company is a subsidiary of the United Aircraft Corporation. McCann-Erickson also handles the advertising for other subsidiaries of United Aircraft, including the Hamilton Standard Propeller Company and the Pratt and Whitney Aircraft Company, both of Hartford, Conn., and the Sikorsky Aviation Corporation, Bridgeport, Conn.

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With Hygrade Sylvania

Edwin A. Nickel has joined the staff of the Hygrade Sylvania Corporation, with headquarters in New York, and will spend part of his time in the field in sales promotion activities for both Hygrade Lamps and Sylvania radio tubes. For the last six years he has been sales manager and advertising consultant in the Philadelphia and Chicago branches of the Distograph Products Company, Inc.

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Scudder, President, McJunkin Agency

William D. McJunkin has been made chairman and treasurer of the McJunkin Advertising Company, Chicago agency. Eric Scudder, vice-president, succeeds Mr. McJunkin as president.

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Represents "The New Orleanian"

The New Orleanian, New Orleans, has appointed The Gray-Nogues Company, New York, as its national advertising representative.

Death of Herbert K. Carter

Herbert Keller Carter, for years active as a publication representative, died at Boston on January 29, following a brief illness which overtook him while away on a business trip for *Rural Progress*, with which he was associated.

His career in advertising began with the *Manufacturer's Record*, of Baltimore. Later he joined the Curtis Publishing Company, with which he was associated for a number of years. Mr. Carter also was with the former Thresher advertising agency and the Redfield agency, both of New York, as vice-president. For eighteen months he served as Florida representative of the J. Walter Thompson Company in the handling of real estate developments.

From 1926 to 1932 Mr. Carter operated his own agency in New York which, in 1932, was merged with the Tuthill Advertising Agency.

Mr. Carter, who was popularly known as "Nick," for several years had been chairman of the educational committee of the Advertising Club of New York which conducts the advertising and selling course of that organization.

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Basford Elects Leech

W. S. Leech has been elected vice-president in charge of the Pittsburgh office of the G. M. Basford Company, New York agency. He has been manager of the Pittsburgh office for several years.

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Has Dairy Supplies Advertising

The Reeve & Mitchell Company, Philadelphia, dairy supplies, has appointed Bridge & King, of that city, to handle its advertising. Farm and dairy publications will be used.

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Twenty

Tested Selling Ideas

Sales from Dead Accounts

Selling Summer Merchandise at Christmas

Tested Advertising for Dealers

Order Acknowledgments Gain Re-orders

Contest for Branch Managers

Introductory Case Jumps Sales

Sales Contest Dramatized

Flexible Displays

and a dozen other tested ideas, all described in one feature article in

PRINTERS' INK MONTHLY

for February

in the mails today

Besides the feature, there are a dozen other articles to attract thoughtful executives. At \$2.00 a year PRINTERS' INK MONTHLY is one of the good buys for business.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George F. Rowell
John Irving Rowell, Editor and President
1908-1938

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMES, News Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue; Andrew M. Howe, Associate Editor; F. H. Erbes, Jr. Washington, 1208 Carpenters' Building; Chester M. Wright.
London, 110 St. Martin's Lane, W. C. 2: McDonough Russell.

ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue; Gove Compton, Manager.
St. Louis, 915 Olive Street; A. D. McKinney, Manager.
Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 plus duty \$2.50 a year. Foreign \$5.

NEW YORK, JANUARY 31, 1935

About Women

Edward H. Gardner, secretary of the advertising control committee of the Proprietary Association, talked to more than a million women the other day and not one of them talked back.

In a radio address, representing manufacturers of more than 80 per cent of the packaged drug products produced in America, he asked for a better understanding between industry and consumers.

"The women of America," he said, "want legislation that will work in practice, but that will not injure the honest manufacturers of the products that stand on our pantry shelves and in our medicine closets."

Of course they do.

But this is the important part: Mr. Gardner was introduced by Mrs. William Dick Sporborg, chairman of the resolutions committee of the General Federation of Women's Clubs. And here, if we may

descend to the vernacular, is quite something.

Does it indicate, by any chance, that the club women of these United States are not such unreasoning, unreasonable and emotional firebrands as Mr. Wallace's professors in Washington seem to think they are?

Ever since the days of Eve, and certainly since the time of Mr. Schopenhauer, women have been supposed to be easy prey for propagandists of every type—especially when the band-playing and the banner-flying is of the home and mother variety. And in all this current agitation in which the consumer has been figuratively lined up against everything having to do with advertised brands, the dumb and adoring acquiescence of the noisy sex has been claimed as a matter of course and pretty much as a sacred right.

We have often wondered why the women—and most of them have far more brains than the big, red-blooded he-men whose rule they profess to accept, but whom they wrap around their fingers without half trying—did not go on the war-path against the piffle that is attributed to them. To hear many of the representations as to the alleged attitude of women toward advertised brands made by some of these political friends of the consumer (most of whom would not eat nearly so well if they had to work for a living), one would imagine they relied upon sentiment and intuition entirely and not upon brains at all.

Thus the linking up of the gallant Mr. Gardner and the club women over the radio is an occurrence of great promise.

And then there was the address of the equally gallant Mr. Willis before a group of New York advertising women, which is reported at some length on another page.

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Association and the Associated Grocery Manufacturers of America will go right ahead with this program of talking things over with the women. They will probably be agreeably surprised to ascertain that the women can welcome and assimilate economic discussions—that they will gladly listen to sense when it is presented to them in a sensible way.

It is all a tragic mistake to think that all women are funny and that some are funnier than others. The really funny ones are those who have been lading out economic nonsense to the women in such great gobs.

Torches in the Darkness

In Los Angeles, H. Charles Sieck, president of the advertising agency that bears his name, told the Advertising Forum about the general and anomalous relationship between advertising agencies and banks.

Advertising agencies, Mr. Sieck pointed out, are specialists in advertising. Bankers are specialists in financing. Often a bank is called upon to lay out for one of its clients a complete operating program, including policies and plans for merchandising.

"And yet," said Mr. Sieck, "bankers don't call upon advertising agencies for co-operative effort. They hardly ever get together to discuss this broad avenue of business down which they could travel and in hand, building up prosperous clients for the banker and the agency. Certainly, the banker's and the advertising agency's interests are mutual."

To a certain extent with justification, bankers lately have come in for more than a modicum of blame. We've done some banker-blaming ourselves. In this editorial we've drawn our instance from *The Bankers Magazine*, wherein Mr. Sieck's complaint is summarized as

something that the bankers ought to absorb.

But, in all courtesy to Mr. Sieck, and with full concession that in what he says there is a mountain of truth, we're still quite sure that there is something to be said on the other side.

When a banker needs the services of a specialist in engineering, he calls in an engineer. When he needs the services of a specialist in architecture, he calls in an architect. Why? Because quietly, without ballyhoo or bombast, but rather by revealing themselves through solid achievement, the professions have sold themselves to him and won his respect.

Does the banker never think of coming to the advertising agent? Then, in common sense, let the agent go to the banker! And let him go truthfully, helpfully, as goes a missionary among the heathen.

Before It Spreads

With a different motive, but producing the same effect, Montreal city is emulating the American State of Louisiana and has undertaken to impose a tax on advertising.

Of course, the Louisiana purpose was politics—Kingfish brand. Montreal's objective was to raise revenue. But to advertisers, agencies, and owners of advertising media, the Montreal precedent, seconding the precedent of Louisiana, becomes a matter of serious concern.

Although Montreal's effort was killed in the city council, this, we believe, is the first instance in which a tax upon publication advertising has been attempted by a municipality; and there is reason to believe that local politicians everywhere, inspired by the Montreal example, will undertake to sweeten local treasuries with the same kind of syrup.

Granted, of course, that office-

holders are prone to clutch at every potential tax source in sight, the mental aberration that suggests a tax on advertising is merely a reflection of the astigmatic concept of advertising as something apart from business, or as something that is, in itself, a business entity.

Even by advertising men themselves it sometimes is forgotten that advertising is merely a managerial instrument. To tax it is like taxing, separately, the toolkit of a carpenter. Tax the toolkit heavily enough, and you'll put the carpenter out of action and hamstring his power to create wealth.

To tax advertising would be to interfere, of course, with the economic lives of a great many men and women whose jobs are concerned with advertising's creation and dissemination. But the injury would go deeper. To tax advertising would be to curtail the operating scope of thousands of business enterprises whose hundreds of thousands of employees now are drawing wages that advertising has helped to generate.

On both sides of the border, advertising as an implement for aiding sales—and, as importantly, as a means by which to strengthen public confidence—must be kept fiscally unfettered.

As individuals and as groups, advertising men and women owe it to themselves and to business to correct every misconception they encounter and, in this particular instance, to prevent further spread of the kind of misgovernment that misguidance begets.

Mrs. Collier's Bonfire

The other day, in Falls City, Nebraska, a crowd of citizens burned a mortgage—and this with the tacit consent and approval of the local authorities. Indeed, the authorities—including, no doubt, the sheriff—were present; and each lent a hand as an accessory.

And that, Americans, is what your land is coming to! Right richly do you deserve your fate. Right earnestly do we pray that you'll get yours quickly—that the crackling demonstration that lighted the heavens over Falls City will spread its crimson glow to kindle the clouds above every hamlet and village and town and city from coast to coast. And if that be treason, let it smoke!

By night, those Mid-West incendiaries assembled at the home of a woman. And then, not stealthily but openly, loudly, gleefully, they touched torch to the one remaining piece of evidence of a solemn, financial obligation; and they shouted and sang while, by flame, the covenant was consumed.

Revolt again in the heart of America? Revolt it surely was—revolt against poverty, revolt against pessimism, revolt, moreover, against the notion that in this republic individual courage and individual effort and individual enterprise have been supplanted or even can be supplanted by a regimented scholastic, unnatural economy that would sacrifice pride for paternalism and beggar the people with muddling bureaus.

For, without benefit of the alphabet, that mortgage burned by the Fall Citizens had been paid—paid in full, every dollar of its seven thousand by a woman, who earned those dollars by washing clothes the while she mothered her brood of six.

Thus does epic integrity engrave itself upon the annals of American character. Thus does individualism make itself manifest.

Falls City honored Mrs. Irene Collier, but not so brightly as she had honored Falls City. And the little bonfire in her yard shone forth afar, a beacon testifying that although we be governed these days from A to Z, our simple, old-fashioned traditions live on and on.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

On page 63 of this week's
Saturday Evening Post ap-
pears the first advertisement
prepared by Newell-Emmett
for The Texas Company.

"NOT HOW MUCH, BUT HOW WELL"

Jan. 31, 19

ALTHOUGH business-paper advertisements well done make a strong impression on dealers, it is a rare event when a retailer writes in to a manufacturer not only complimenting him on a business-paper advertisement but also asking for copies to distribute to his customers.

This gratifying experience happened recently to the Florence Stove Company. From C. H. Kehoe, Kehoe Furniture & Transfer Company, Tampa, Fla., the company received the following letter:

"Just noticed your nice ad in the January number of the *Furniture Review*, page 5. To my way of thinking this is the very nicest ad I have seen.

"I am wondering what the cost would be to have a reproduction of this ad for my mailing list. I could use a few hundred this season, if not too high.

"Thanks a lot."

The advertisement reproduced on this page is the one that he wrote for. Rather than attempt to draw his own lesson from this advertisement, the Schoolmaster poses a question which he hopes some of the Class members will discuss. The question is: What qualities has this advertisement that makes a dealer not only want to send it out to his mailing list, but willing to pay to get the material?

The Schoolmaster sits back to await the Class answers to this question.

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Among the various ingenious, not to say disreputable, methods used these days by space salesmen should be listed the methods employed in China by certain smaller

papers, commonly called "mosquito papers."

The basis of the success of these sales campaigns by the mosquito papers is the very violent anti-Japanese feeling in certain parts of China, particularly in Shanghai.

[illegible]

So strong is this feeling, that there is a society devoted to the boycotting of all merchants, Chinese or otherwise, who may be selling Japanese goods. The membership of this society includes certain hot-headed young students who have no hesitation in exploding bombs in the stores of merchants who are unwilling to adopt their point of view.

The mosquito papers feature the stories of these young men's impetuosity and careless disregard for life by such anecdotes as that of the zealous young student who

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pounded on the counter of a merchant who sold Japanese goods, with a bomb to which was attached a percussion fuse. The young man's failure to remove his hand from the bomb resulted not only in the complete destruction of the shop but in the loss of the bomber's arm as well.

Space salesmen for these mosquito papers are quick to take advantage of this impetuosity and carelessness as a potent argument in consummating their sales. After selecting a fairly prosperous shop, the enterprising salesman will call and explain that he has heard a rumor that the merchant is selling Japanese goods. The merchant's denials will be met by the suggestion that he buy a little advertising space to deny the rumor, lest the more impetuous members of the boycotting society should, under a misapprehension, explode a bomb in his shop.

If the merchant maintains his sales resistance, the salesman will then reappear a few days later with a proof sheet containing some such Winchellry as:

It is rumored that the great prosperity of the merchant Wan Lung Joe of such-and-such number Bubbling Well Road is due to his sale of Japanese goods.

The prospect will be somewhat aghast but the salesman explains that the matter is becoming of such interest to the public that the paper really can't afford not to print the item. Then may follow a brief discourse on journalism and carrying the message to Garcia with frequent references to the excitable young men of the boycotting societies. "Only last week they had destroyed the shop of a very prosperous merchant who sold Japanese goods."

The story usually has a happy ending, for the merchant generally buys the advertising space and has even been known to corrupt the lofty ethics of mosquito journalism by buying a full page and removing all chance of the aforementioned item appearing.

Keeping the public informed is not a new idea for the Pennsylvania Railroad. It has always been

CAPABLE COPY WRITER REQUIRED

Pacific Coast agency requires skilled and experienced copy writer of training and subject adaptability, fully qualified to satisfy exacting clientele, and possessed of originality and sound judgment.

Necessary for applicant to have sufficient personality for maintenance of contacts with clients and who is able to write copy that will sell, without resorting to language of flowers.

State in letter of application age, experience, salary expected. Tested references required. Application to be accompanied by photo and proven samples of work.

Address "T," Box 51, Printers' Ink

Stamp Photo
SIZE OF POSTCARD
1¢ EACH

Make your social and business letters, etc., more appreciated, more effective by attaching a real photograph of yourself, home, building, store or what not. Send \$1.00 and any photograph or snapshot. We will return it unmarked, postpaid, with 100 of these gummed, perforated photographs. Satisfaction guaranteed or your money returned. (Dept. A.)

PHILADELPHIA BADGE CO.
942 Market Street Philadelphia, Pa

New KIND of premium plan

—just adopted by 3 advertisers of national importance.

—involves NO premium cost, effort, or handling bother.

OFFER FREE, with purchases of your product, a coupon worth \$1.00, good for an individually-made \$1.35 Portrait Enlargement, in life-like colors, of your customer's favorite snapshot. Write for full details. New Process Studios, 47 East 21st St., New York.

Colortype Salesman

for Chicago Firm to call on manufacturers, jobbers, etc. Desire newspaper space salesman who has a thorough knowledge of merchandising, one who is "package conscious." Drawing account and commission. Eastern and Central Western territories open. Give age, education, full experience and references. "R," Box 50, P. I.

Advertising Representative with Agency Contacts

to help build up new woman's publication. Man can make his own future if willing to start at small salary or finance himself. State full experience, age and ideas. "V," Box 53, P. I.

● Fourteen years' experience as Editor, Research Manager, and at present as Advertising Director of an important national trade publication . . . a proven and successful record . . . happily employed but seeks bigger things, probably in an Agency . . . Controls some business and sees big opportunity in his field. Address "U," Box 52, care Printers' Ink. ●

among the leaders in merchandising its services. For some time it has been distributing among passengers booklets on the benefits of air-conditioned Pullman cars and now travelers find copies of a little publication called "Train Talks" on their seats.

The first issue appeared last month. It began "a series of brief talks with the friends and patrons of this railroad." The introduction sounds the keynote:

"The Pennsylvania Railroad believes that people are more keenly interested in railroads than ever before. Railroads, like ships, have kept the spirit of romance alive and held the fascination of old and young through the epoch-making changes of a mechanical age. Now the stirring advances of the new day—far-flung electrification projects, streamlining, air conditioning, higher train speeds—are greatly enhancing the old romantic appeal.

"Then, too, whatever affects the railroads concerns the nation. Without their service the life of the country could not go on."

These first talks are largely statistical with figures of the size of the Pennsylvania Railroad and the territory covered. There is brief mention of the road's responsibility to patrons, employees, investors and the nation at large.

● ● ●
The Schoolmaster has just had an opportunity to look over a folder "Facts about Unemployment Compensation" prepared by the Committee on Social Legislation of the National Conference of Business Paper Editors and The

RESEARCH SPECIALIST

Furnishes information and source material on any subject—Complete bibliographies compiled—Scarce and out-of-print books, prints, costume plates supplied promptly at reasonable cost.

LEONARD A. ROSE

145 E. 23rd St., N. Y. City
Tel. GRamercy 5-3540

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MONTREAL
WINNIPEG
LONDON, Eng.

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Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

NEW MAGAZINE

needs \$7000 for working capital. Substantial interest offered. Excellent opportunity for space salesman. Box 459, P. I.

PUBLISHERS: Trade, Class & Consumer Media. All advantages of direct representation in St. Louis, Kansas City, Indianapolis and Cincinnati territory. Intensive cultivation and development of accounts, reports, follow-up, special presentations. Arrangements will be made to personally interview interested publishers. Commission basis. Box 457, P. I.

HELP WANTED

Large Manufacturer of high grade lithography requires salesman for New York market. Do not apply unless able to prove you have and still can sell this line. Moderate salary until worth proven. Opportunity for first class connection. Confidential. Box 453, Printers' Ink.

ACCOUNT EXECUTIVE

Liberal arrangement, unusual opportunity firmly established agency, fully recognized, notable record holding accounts, one of best cities South. Give age, experience, earning capacity in first letter. Address Box 464, Printers' Ink.

ADVERTISING EXECUTIVE WANTED AS PARTNER

Agency man, now organizing a new advertising agency, is interested in securing a partner. No investment required or desired. The man he is looking for is one with a record of accomplishments. He may now be either an advertising manager with a company of standing or an account executive who can produce immediate business. Give complete qualifications and state nationality. Box 462, P.I.

MISCELLANEOUS

EXACT reproductions of Sales Letters, Testimonials, Bulletins, Pictures, etc.; \$1.50 hundred copies; add 1 hundred 20c. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

ART FOR ADVERTISING EXPERT PHOTOGRAPH RETOUCHING

FIGURE OR MECHANICAL  BLACK AND WHITE OR COLOR

GEO. SANGIER 219 E 44 STREET NEW YORK CITY

WHISTON PRESS CLIPPING SERVICE, Walker Bldg., Buffalo, N. Y., established in 1900, offers intensive national or local coverage on dealer ads, publicity releases, business leads, etc.

ARTISTS knowing requirements of art for silk screen process should address us. We are interested in art and ideas for posters, displays, signs, box tops, labels, transfers, etc. Also ideas and art for home decorative items, games, toys and other merchandise novelties. For production on paper, cardboard, fabrics, wood, glass or metal. Tru-Art Company, 811 N. 19th St., Philadelphia.

POSITIONS WANTED

Want New York Position. College graduate, 25, now editing consumer tabloid (circulation, 300,000) and house organ for national chain. Also publicity, advertising. Box 460, Printers' Ink.

CONTINUITY CUB,

who has written his first hundred sketches, offers N. Y. agency or station several square inches of brain. Box 458, Printers' Ink.

PRODUCTION MANAGER, finished creative Layout Artist, Lettering. 6 years' Agency experience. Planning, buying Printing, Engraving, Typography, Paper. Capable Secretary-Stenographer. Future Essential! Box 455, Printers' Ink.

A SECRETARY

28, wants responsible position in adv. or pub. that pays well—she warrants it. WRITE (she is employed). Box 463, P.I.

PUBLISHER'S REPRESENTATIVE:

Energetic, productive salesman. Can prepare own sales material and make convincing analytical presentations. Seven years' trade experience covering all principal territories. Age 33, married, Christian. Minimum sustaining salary against commissions. Box 456, Printers' Ink.

★OFFICE BOY or VICE-PRESIDENT

Five years Advertising—Direct Mail—Copy—Solicitation—Sales Promotion. Will take office boy job but prefer to seek new business for Agency that will finance me in return for copy and contact work while getting under weigh. No accounts up my sleeve—No wild promises. I need to produce and want the opportunity. Married—Twenty-eight—Christian—Good Connections (but I won't go to 'em for a job)—Hard Worker—Know how to use shoelather. Box 461, Printers' Ink.

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Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

Associated Business Papers, Inc. This is the first of a series of studies dealing with current national questions of business interest.

While the Schoolmaster knows about as much about unemployment compensation as he does regarding early Sanskrit or the theory of revolving numbers, he found that this survey put into small space a thorough and highly readable outline of the problem. To those who are interested in going further there is appended a note which suggests easily available literature and its sources.

Members of the Class who are interested in this monograph should get in touch with The Associated Business Papers, Inc., 330 West 42nd Street, New York City, for further information.

♦ ♦ ♦

Tourist Bureau Asks State for Larger Fund

A request for a two-year appropriation of \$100,000 has been sent to the State Budget Commissioner of Minnesota by the Minnesota State Tourist Bureau. This figure compares with an appropriation of \$25,000 made for the two-year period ended in 1934. Under the Bureau's proposed plan, \$40,000 would be used for a general advertising campaign.

• • •

New Addresses

The New Republic, New York, has moved to 40 East 49th Street, that city. George G. Curtis, Chicago publisher's representative, 141 West Jackson Boulevard, that city.

COMPLETE AGENCY FACILITIES....

To the man who wishes to eliminate his overhead, an old established Chicago Advertising Agency, completely equipped, offers its facilities. Our complete agency service and equipment will enable you to devote more time to the solicitation of accounts. You must have a reasonable amount of high grade business. Your personality need not be submerged. All correspondence confidential.

Address "W," Box 54, Printers' Ink
6 No. Michigan Avenue, Chicago, Ill.

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NEVER WAS THERE a time when printing was really needed so much as now.

It doesn't take any seventh son of a seventh son to figure out that sales are not coming without real effort. But there is always some business for those who have the energy and the courage to go after it. That is old stuff, but true as Holy Writ.

Is selling literature a luxury, to be indulged in only when conditions are good? Or is it a business necessity, taking a greater rank in importance as sales become rarer and harder to make?

Naturally your printing should now be planned with extra care. It should, like your other salesmen, do a better and brainier job; keep at it a little harder; put in longer hours.

We will be glad of the opportunity to offer some suggestions as to your printing plans for the near future. Of course, without obligating you in any way.

CHARLES FRANCIS PRESS
 MEDALLION 3-3500—PRINTING CRAFTS BLDG.
 461 EIGHTH AVENUE—NEW YORK CITY

6 4 4 , 0 0 0

..... *Net paid
city and suburban
daily circulation*

OVER 260,000 MORE CIRCULATION THAN SOLD
BY ANY OTHER CHICAGO DAILY NEWSPAPER!

Chicago Tribune THE WORLD'S GREATEST NEWSPAPER

Total Daily Circulation Now in Excess of 801,000

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